Advertising Age

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Kraft to join retort pouch category with line of entrees

By LARRY EDWARDS

CHICAGO—Kraft Inc., working hard to improve what many consider a dismal new products record, will enter several test markets early in 1980 with an entree line packaged in the new shelf-stable retort pouch.

The line, which doesn't have a name yet, is assigned to an agency here, but Kraft senior vp Chester Green declined to disclose which one. Sources suggest, however, that the project is under way at N W Ayer. If so, it represents the first piece of Kraft business to go to the local Ayer office; Ayer, New York, handles Sealtest and other dairy products.

▪ All signs point to the Ayer assignment. Of the four local shops on the Kraft roster, two—J. Walter Thompson Co. and Needham, Harper & Steers—probably could not have taken it. JWT is the Oscar Mayer agency and NH&S earlier resigned ITT Continental Baking's retort pouch entree line at the behest of client General Mills.

Foote, Cone & Belding and McCann-Erickson, the other two on the roster, are in test marketing stages now on two other projects of Kraft's corporate marketing development department. Miracle hot dishes (FCB) are in five test markets (AA, Oct. 15) and Sausage Maker seasoning mix (McCann) is in controlled store tests (AA, March 19).

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Small-agency squeeze

Voracious conglomerates, slow pay hurt; but some thrive

By BERNICE KANNER

NEW YORK—In the midst of boom times for agencies, some small and medium-size shops have lumbered onto hard times.

Now, more than ever before, say some marketing consultants, many shops which bill less than $20,000,000 are finding their cash flows clogged, their spirits dampened and their ability and interest in handling modest billing accounts challenged by the giants. Many, despairing of a change in their fortunes, are eager to be bought, even at distress prices.

On the other hand, a number of little shops have been thriving. Piloted by good management, they've fattened their bottom lines.

How pervasive are the difficulties and what has caused them?

"I can't say how widespread it is, but I'm more aware of it than ever before," said James Heekin, a partner in the Canter Achenbaum Heekin marketing consultant company. Big agencies are now going after small accounts so as to feed them into spinoff units or divisions, or handle them for creative showcase purposes, he said.

Heads of a number of small to medium-size agencies here noted that they were hearing more offers from potential buyers than ever before. Said one exec, "I've forgotten three of those phone calls in the last few months and my lawyer says if I ever get serious about selling, he's got ten agencies willing to talk to me."

The phenomenon is enhanced by a desire on the part of larger agencies to move into specialties. Examples of such moves: J. Walter Thompson Co.'s acquisition of World-Wide Agency, Los Angeles-based recruitment advertising company, and Bozell & Jacobs' purchase of Chollick Associates, an agency that is heavily into retail advertising.

"There's a certain malaise among small agencies today," said Mr. Heekin, the former president of Doyle Dane Bernbach and Ogilvy & Mather. "For many, the growth of the giants has been a downer. They've lost their entrepreneurial confidence. They see God on the side of the big battalions. They don't want to be the last guy off the beach, so they figure they should get aboard."

Hence, a strong upsurge in the number of smaller shops looking to be bought. This trend was also tracked by Edward D. Brown, former president, DDB-Canada, and vp-assistant to the chairman, Ally & Gargano. Mr. Brown recently set up a consultancy to serve small and mid-size shops.

Larger shops no longer limit their interest to clients billing at least $2,000,000, said Mr. Brown, who noted that this change in the "two-tier" policy developed as agencies became increasingly efficient. "It now takes fewer people to handle a piece of business. Therefore, smaller accounts can be more profitable than before, when overheads were greater."

Mr. Brown also claimed that the smaller agencies "urge to merge" was prompted by account growth. "When accounts grow, they often expect commensurate growth in their agencies' ability to serve. Me-

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ABC leading in tv's one-week season

By COLBY COATES

NEW YORK—Circle last week—the sixth of the prime time tv season—on your calendar.

For the first time since the season started, and for the last time until well after Christmas, all three networks are having at each other with the closest thing resembling normal schedules.

Of course, normal is a relative term. Whereas ABC is rolling with all its usual series, NBC has just gotten around to moving "Diff'rent Strokes" and "Hello Larry" to their Wednesday 9 p.m. to 10 p.m. period and to introducing "Shirley" on Friday at 8 p.m. to 9 p.m.

Despite CBS' yanking of "Working Stiffs," "The Last Resort," "Struck by Lightning," "Bad News Bears" and "Big Shamus, I ittle Shamus" and replacing them with specials, industry cynics say it's a "normal" CBS schedule because that's how the network gets out of trouble every year around this time.

Midway through the sixth week, ABC, with most of its schedule intact, appeared headed for a ratings win and NBC was shaping up as the second place finisher to CBS' third.

NBC and CBS execs talk about new programs. Page 112.

National Nielsens for Monday through Wednesday, Oct. 24, had ABC in front with a 21.1 rating and 34 share. NBC, in second, had a 19.7 rating and 32 share with CBS third with a 16.8 rating and 27 share. Three city overnight ratings for Thursday, Oct. 25, indicated NBC would take the night. For the season to date, ABC has a 19.8 rating, NBC a 19 rating and CBS a 17.5 rating.

▪ A week earlier, when ABC broadcast games six and seven of

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New net tv drive by Ralston Purina Co. backs Puppy Chow, the No. 2 dry dog food. The effort, which will get major print support as well, stresses different diet for puppies. It replaces " . . . for a full year, till he's full grown," which had been used for several years. Purina spent about $6,500,000 for Puppy Chow last year. Gardner Advertising, St. Louis, handles.

FTC backs off on two ad rules

By RICHARD L. GORDON

WASHINGTON—The Federal Trade Commission and its staff are backing off from major parts of controversial proposed rules covering how hearing aids and foods are advertised.

It took the commission only 45 minutes of public discussion last week to agree on wiping out 11 of 14 advertising sections from its rule proposed for hearing aid sales practices. And the proposal was sent back to the staff for more work with the remaining ad sections in jeopardy.

- **Why FTC is facing its toughest fight in Congress . . . Page 3.**
- **FTC guts medical association's ad restrictions . . . Page 4.**
- **Commission details guidelines for corrective ads . . . Page 109.**

The staff itself has separately urged the commission to officially "terminate" two of the three phases of FTC's long pending package of food advertising regulations.

The food rule, first proposed in 1974, and the hearing aid proposal, born in 1975, have been intensely opposed by their respective industries. Both proposed sweeping controls over ad practices as commission staff members sought to cure most marketplace imperfections in one fell swoop.

What is happening to the food and hearing aid rules in 1979, however, appears to offer evidence that the commission is lowering its sights to concentrate on narrower objectives.

▪ Commissioner Robert Pitofsky won agreement last week that the "heart" of the hearing aid rule had little to do with reforming ad practices, but instead involved guaranteeing customers a right to cancel the sale and return the aid for a refund if they weren't satisfied within 30 days after using it.

In the food area, the staff is suggesting that the commission scrap phases two and three of its food rule proposals because they appear to be interfering with efforts to find alternate ways to make the consumer more knowledgeable about nutrition and less vulnerable to nonspecific claims of nutrition superiority.

Phase two called for a standard food products would have to meet before they could be promoted as "nutritious."

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last minute news

Lorillard's Media Corp. settlement accepted

NEW YORK—Lorillard's $6,000,000 cash settlement proposal to creditors of Media Corp. of America, the financially troubled media buying service, has been unanimously accepted. The creditors' committee will meet today with the cigaret maker to work out details. *(See earlier story on Page 108.)*

Polaroid tries direct sell approach with Polavision

CAMBRIDGE, MASS.—Polaroid Corp. is testing a two-minute tv commercial for Polavision in the Boston area created by Hill, Holiday, Connors, Cosmopulos, Boston. The spot uses a direct sell approach and contains a toll-free telephone number viewers may call for in-home demonstrations. The ad is running on all six Boston stations. Doyle Dane Bernbach is agency of record for Polavision.

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As 3rd quarter earnings take a drubbing

Initial '80 sales worry car makers

By RALPH GRAY

DETROIT—Slow auto sales in the first 10 days of the 1980 model introduction is causing concern, but not panic, among car marketers.

Domestic sales fell 6.2% in the Oct. 11 to Oct. 20 period with beleaguered Chrysler Corp. the hardest hit car maker. Chrysler sales fell 23% from a year ago with intermediate size and big cars most affected. Yet Chrysler is sticking to its original marketing strategy with "no fine tuning," a spokesman said. "I have no reason to believe we are going to have rebates," he said. Chrysler staged two big rebate campaigns on 1979 models.

General Motors divisions that had planned heavy support for their larger cars are sticking to those plans. "We put the emphasis where it is needed from the start," a Buick official said. The full-size LeSabre needs that help—its sales were down nearly 30% from a year ago and the intermediate Century is lagging by 12.5%, although observers expect a new notchback design to help.

Chevrolet also threw its ad muscle behind Impala-Caprice, but sales are down nearly 30%. The intermediate Malibu is down 5.6%.

The sales figures for Monza (off 33.5%) and Pontiac Sunbird (off 13.7%) are deceiving since both were coming off special promotions a year ago.

▪ Just about all the manufacturers say it is too early to tell if the early slump will continue. "One 10-day sales report does not a season make," one said.

Indeed, some divisions showed gains. Ford division was up 10% over a year ago with the compact Fairmont soaring 91%. The smaller Thunderbird, "a fast starter" a year ago, topped that with a 34% gain. The regular size LTD is down 40% from its rather unimpressive levels of a year ago.

The Lincoln-Mercury division was down 11.9% with the biggest losses in its new Lincoln and Mark VI. L-M did hang in there with a 6.7% share of the market against 6.8% a year ago.

GM's Cadillac division actually set a sales period record, up 15.6%, and plans "no drastic changes." It will start talking more about electronic equipment and downplay Seville as the only standard diesel-equipped car in favor of a full-line diesel presentation.

American Motors Corp., which doesn't report 10-day sales, sold an estimated 5,600 units, up from 3,938. "We think we have the right strategy and approach and we plan no changes. That's the first time I've been able to tell you that in a while," an AMC marketing official said.

Talk of a recession seems to be inhibiting buyers, marketers agreed. Higher interest rates, even though they don't directly apply to car loans, also have a dampening effect, one marketer said.

Chrysler's problems don't appear to be hurting industry sales. "Chrysler sold cars when they rebated them and that negates the 'Chrysler uncertainty' theory," another said.

Prospects of Chrysler getting the government assistance it is seeking were brightening, even after a consultant's report said the company needs a lot more than the $750,000,000 it was requesting.

The Booz, Allen & Hamilton report presented a more conservative outlook for Chrysler market penetration and profits. Chrysler had forecast a penetration of 10.2% in 1980; the new study puts that at 10%. Chrysler had 9.1% in the latest reporting period.

The report said Chrysler is on the right path in setting up separate marketing divisions for Chrysler-Plymouth and Dodge and in targeting its advertising. "While even the best of marketing programs will not necessarily produce penetration gains, Chrysler is making positive, sound steps to improve its marketing and sales capability," the report said.

GM's third quarter earnings dropped to $22,000,000 from $528,000,000 in 1978 and Ford's U.S. operations lost $2.50 a share. The company earned $103,000,000, down from $301,000,000 the year before. GM blamed the fall on production cutbacks and increased sales incentive programs to counteract a gas shortage-induced swing to small cars. Ford said its domestic loss was caused by lower sales, including a smaller market share, the shift to smaller cars and higher marketing costs. #

Now in national distribution, Sure solid antiperspirant from Procter & Gamble Co. is getting Sunday supplement couponed ads. Secret solid, which went into test at the same time last year (AA, Oct. 2, '78), is still tesiing in its original Virginia, North Carolina, South Carolina and Georgia markets. Wells, Rich, Greene handles Sure.

IHOP drops Y&R, in-house drive set

By JENNIFER PENDLETON

NORTH HOLLYWOOD, CAL.—International House of Pancakes has begun a drive to upgrade its image that includes a major expansion of its lunch and dinner menus, and the remodeling of its 450 locations.

Included in the marketing revamp is the decision to take the $5,000,000 IHOP account in-house, dropping Young & Rubicam, Los Angeles, its agency of three years.

In an interview at the company's headquarters here, Richard Herzer, IHOP's president, described the changes as a move to make IHOP a "three meal restaurant"—making it competitive in the areas that are admittedly the chain's weaknesses, its lunch and dinner menus.

Mr. Herzer became president of IHOP Corp. shortly after it was acquired by the West Germany restaurant chain, Wienerwald.

"We want to make dining at IHOP a basic, pleasant experience," said Mr. Herzer, as he discussed the menu changes. "In the past we have not done a good job in lunch and dinner."

Included in the new expanded menu is a full range of "variety dinners"—full course meals featuring steak, shrimp, Italian entrees and crepes, among other items—with prices ranging from $4 to $5. In the past, IHOP's lunch and dinner menu was built around its crepe entrees.

In addition to menu changes IHOP is testing new interior and exterior designs at locations in Texas, California, Oklahoma and Chicago.

The interior designs introduce plants, wood paneling earth colors

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AHP's house shop planning for growth

By NANCY GIGES

NEW YORK—Contrary to published reports, American Home Products' in-house shop, John F. Murray Advertising, may be adding more business instead of losing some, and that includes retaining Anacin, according to agency president Frank Donino.

In preparation, Murray is beefing up its staff, adding two new senior vps, Stuart Gottdenker as creative director and Charles Hasser as director of account services. Both admen come from SSC&B, where they have worked on Sterling Drug's analgesic and household products businesses, Mr. Donino pointed out.

The Murray operation directs placement for AHP's $170,000,000 measured media expenditures and handles creative for a number of brands, including Anacin, Preparation H, Easy-Off window cleaner and others.

Last spring the shop was thrown into turmoil when former chairman Dan Rodgers left to become president of Norman, Craig & Kummel. Mr. Rodgers took with him Frank MacNamara, Murray's vp-media director, which left the shop with three top slots unfilled; former president Earl Tyree had departed several months earlier.

▪ Mr. Donino joined Murray in July from McCann-Erickson, where he was exec vp. He told ADVERTISING AGE the shop is improving its media buying expertise by reorganizing the department into three areas—planning, spot and network buys.

John Conti has been named vp in charge of network, Bob Turner is

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highlights

Monday, October 29, 1979

Advertising by doctors gets a shot in the arm via the latest FTC decision. *See Page 4.*

NARB okays clear comparisons of products in different forms in a case finding Ban roll-on advertising acceptable. *See Page 6.*

Changes in the '80s will affect the direct response industry, the Direct Mail/Marketing Assn. was told. *See Page 12.*

Fred Heckel of United Airlines gives the inside story on his company's half-fare coupon program. *See Page 14.*

St. Louis supermarket chains have begun offering price reductions on a number of items, reportedly to combat the growth of warehouse stores. *See Page 24.*

Advertising production costs have increased 60% since 1975, reports the National Advertising Agency Network. *See Page 34.*

Wendy's is adding items to its children's menu and expanding its test of a salad bar. *See Page 46.*

Billboard Publications turns 85 and is still going strong. *See Page 48.*

A radio ad monitoring service has been established by former sales exec Bob Carr. *See Page 50.*

Split-screen commercials won a legal battle against a teacher who claimed she invented the idea. *See Page 54.*

Gulf Oil will underwrite four public television specials. *See Page 54.*

Advertising Council has given awards to six volunteer agencies for their work on various campaigns. *See Page 58.*

Regular Features columnist Rick Douglas has pulled together five articles from client writers to make up a collective "Notes From the Client Side" section. Articles deal with problems that face marketing decision makers and their solutions. *See Page 63.*

Joyce Hergenhan, Consolidated Edison, writes about how Con Ed attracted the support of its customers. *See Page 63.*

Richard Kotz, Timex Corp., discusses adapting technological developments to consumer needs. *See Page 64.*

Bank Trust department ads can break the dull and dreary mold, according to Philadelphia's Girard Bank vp C. H. Domm. *See Page 66.*

Lawyer Harris Cutler contends that a company counsel doesn't have to be the marketing department's roadblock. *See Page 66.*

Rod Hayden describes the evolution of the small automobile from a stripped-down no frills car to a luxury gas saver. *See Page 68.*

Corporate advertising continues to grow as a category, the ANA says. *See Page 70.*

A total of 42 advertisers and agencies won CEBA awards for their excellence in communicating to black audiences. *See Page 78.*

A Welch Foods exec tells how the company conducted its recent agency review. *See Page 76.*

International Playtex is entering the beauty aids market via the acquisition of E&S Enterprises and a marketing agreement with Jhirmack Enterprises. *See Page 84.*

A subscription tv channel in Los Angeles has gained a large enough audience to be rated in a regular Nielsen report. *See Page 103.*

Art Directors Club elects Milton Glaser, Helmut Krone, Willem Sandberg, George Giusti to Hall of Fame. *See Page 109.*

NBC-TV's Perry Lafferty, who heads production on the West Coast, sees more "back to basics" formats for comedy and drama backup series. *See Page 112.*

Knight-Ridder Newspapers says it is committed to continued media diversification, with special emphasis on acquisition of more newspapers and tv stations. *See Page 112.*

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Turner tells 4A's net tv to be eclipsed

By JOHN REVETT

PALM SPRINGS—Superstationeer Ted Turner predicted that what he called "the incredible hulk" of commercial tv will be eclipsed in the 1980s by pay cable and the new home entertainment technology.

Mr. Turner told the western regional conference of the American Assn. of Advertising Agencies that, because energy conscious consumers will be staying home more in the '80s and will want as much as they can get from electronic media, "your tv sets will become something on which you can see anything you want to see whenever you want to see it. Not just what three nincompoops in New York decide for you."

He said superstation networks like his Atlanta-based WTBS-TV, linked to upper-income cable tv homes, will be part of a wired tv market which he predicted will reach close to half the homes in the U.S. by 1984.

He made it clear that he feels this will be largely at the expense of today's major networks, for which he had numerous barbs.

"You'll be able to target your ads much better than you can today. For instance, we have a fishing show, a lot better place for rod and

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OCTOBER 29, 1979

RETAIL MARKETING

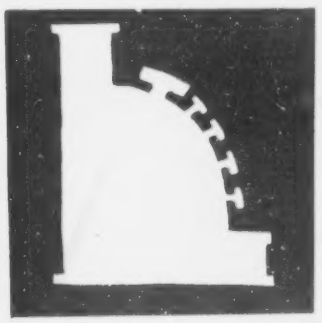
15% sales increase fuels gains

Top retailers increase ad outlays by 9%

BY LOUIS J. HAUGH

WESTPORT, CONN.—The leading 50 retailers in the U.S. increased their advertising and promotion outlays $269,000,000 last year, up 9% over the year earlier, fueled by a 15% increase in sales over-all.

At a time when consumers were leading the way in the economy, these 50 giants—25 general merchandisers and 25 supermarkets—



reported sales totaling $159.6 billion, up from $139 billion the year earlier. Total estimated advertising and promotion investment was $3.27 billion, according to a survey conducted among these companies.

This 9% increase in ad spending among these retailers compares to a 17% increase among the 100 largest national advertisers compiled by ADVERTISING AGE. These advertisers invested $10.3 billion on advertising, according to AA. Ironically, some of the leading retailers have become major national advertisers, as well, led by Sears, Roebuck & Co., up 14%; K mart Corp., up 20%, and J.C. Penney, up 27% over the year earlier.

▪ Last year was a period of major changes for the 50 leading retailers.

Financial troubles plagued several companies. Among general merchandisers, this included Korvettes; Sears, which reported flat sales and earnings; City Stores, which filed for bankruptcy and dropped out of the top 25, and Gamble-Skogmo, which reorganized after a kind of palace coup.

Among the food operations, Food Fair and Allied Supermarkets were financially troubled, joining the Great Atlantic & Pacific Tea Co., which continued to face earnings and sales problems.

The face of retailing in the U.S. also is changing. Foreign interests are exhibiting more than a passing interest as, for example, British interests expanded their food store operations with Grand Union adding Colonial Stores. German interests arrived with money to help A&P and a French operation acquired Korvettes. B.A.T. Industries consolidated its retail operations through Gimbels.

There also were several mergers. Skaggs, which had been associated with Albertson's, merged with American Stores, and First National and Pick-N-Pay joined forces. There also were reports that G.C. Murphy and Marshall Field & Co. were take-over candidates.

▪ And finally, a food store, Safeway Stores, joined Sears and K mart as a truly national advertiser. Several years ago, A&P had used national ads. Safeway said it would invest $10,000,000 in a national campaign.

The top 25 general merchandisers invested $2.52 billion on advertising last year, up 8% over the year earlier. Total sales were $86.175 billion, up 16% over the year earlier. Despite substantial increases by the leaders, the top general merchandisers as a group actually spent less on advertising as a ratio of sales last year. The ratio slipped to 2.92%, down from 3.15% the year earlier. The decrease generally is the result of the growing influence of discount and specialty stores among the top 25, such as Wal-Mart, SCOA, Zayre Corp. and Rapid American Corp.

It also is felt that general merchandisers were feeling pressure on earnings, cutting back on promotion outlays in broadcast and di-

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Agency head urges retailers to shift focus to marketing

BY HAROLD LEVINE

NEW YORK—I've noted in dealing with clients in all fields that they usually have little or no background in advertising, never have been employed by an advertising agency and yet they feel fully qualified to rewrite copy, design ads, criticize media plans and direct television commercials. Allow me the privilege of playing the role of outside objective critic today.

I have never owned a retail store nor have I managed one. I have never been the advertising manager of a retail store nor have I successfully handled a retail account for more than six months!

I guess with that background I can be totally objective and be classified as an expert.

At the outset, I think that what you have experienced in your advertising, as well as in the problem of positioning your store in today's competitive market, is that you continue to think of yourselves as retailers instead of seeing yourselves as *marketers*.

What do Best & Co., Franklin Simon, Broadstreets, Depinna and Arnold Constables have in common? Most of these stores were headquartered in New York and many had branches throughout the country, but they are all out of business today.

▪ On the other hand, what do stores like Bloomingdale's, Barney's, Herman's, Toys R'Us, Gucci and Zabar's have in common? They are also headquartered in New York, many with branches around the country, but all are growing rapidly with a contempo-

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Top 25 general merchandisers

Ad rank	Company	Advertising	Sales
1	Sears, Roebuck & Co.	$725,000,000	$17,946,000,000
2	J.C. Penney Co.	285,000,000	10,845,000,000
3	K mart Corp.	248,000,000	11,695,539,000
4	Montgomery Ward & Co.	207,000,000	5,013,514,000
5	Federated Department Stores	165,000,000	5,404,621,000
6	F. W. Woolworth Co.	142,857,000	6,102,800,000
7	R. H. Macy & Co.	114,500,000	1,834,100,000
8	Allied Stores Corp.	99,000,000	2,107,939,000
9	Associated Dry Goods Corp.	94,000,000	1,605,607,000
10	May Department Stores Co.	75,000,000	2,567,000,000
11	Dayton-Hudson Corp.	62,000,000	2,981,234,000
12	Levitz Furniture Corp.	45,000,000	498,194,000
13	Carter Hawley Hale	43,000,000	2,116,586,000
14	Korvettes	30,000,000	600,000,000*
15	Gimbel Brothers	25,750,000	1,058,860,000
16	Gamble-Skogmo	23,971,000	1,954,644,000
17	Marshall Field & Co.	20,000,000	762,590,408
18	Mercantile Stores Co.	17,000,000	922,141,000
19	G. C. Murphy Co.	16,600,000	711,996,000
20	Melville Corp.	15,000,000	1,747,371,728
20	Wal-Mart Stores	15,000,000	900,298,000
22	Rapid-American Corp.	14,500,000	2,169,732,000
23	Cook United	12,500,000	405,000,000
24	SCOA Industries	11,709,000	780,333,000
25	Zayre Corp.	9,000,000	1,394,109,000

*estimated

Top 25 grocery retailers

Ad rank	Company	Advertising	Sales
1	Safeway Stores	$125,000,000	$12,550,569,000
2	Kroger Co.	94,500,000	7,828,071,000
3	Great Atlantic & Pacific Tea Co.	84,000,000	7,288,577,000
4	American Stores Co.	56,328,000	5,138,404,000
5	Jewel Cos.	43,471,000	3,516,352,000
6	Winn-Dixie Stores	39,643,000	4,930,538,000
7	Grand Union Co.	39,000,000	2,600,000,000
8	Lucky Stores	35,000,000	4,658,409,000
9	Food Fair	31,000,000	2,785,899,000
10	Supermarkets General Corp.	28,500,000	2,117,477,000
11	Stop & Shop	25,650,000	1,762,144,000
12	Southland Corp.	18,500,000	3,090,094,000
13	Albertson's Inc.	14,500,000	2,268,969,721
14	Fisher Foods	13,000,000	1,451,676,000
14	Giant Food	13,000,000	992,359,000
16	Publix Super Markets	12,600,000	1,672,229,000
17	Dillon Companies	11,500,000	1,470,081,000
18	First National Supermarkets	11,000,000	1,111,691,000
18	Fred Meyer Inc.	11,000,000	927,110,000
18	Von's Grocery Co.	11,000,000	975,000,000*
21	Waldbaum	9,000,000	941,479,000
22	Borman's	8,000,000	775,190,000
22	S. M. Flickinger Co.	8,000,000	869,508,000
24	Allied Supermarkets	6,500,000	712,000,000*
25	National Tea Co.	5,000,000	918,635,000

*estimated

Sales up 15%

Top retailers hike ad outlays by 9%

(Continued from Page S-1)
rect mail in some instances.

The nation's largest retailer, Sears, which accounts for almost 20% of the top general merchandiser's total sales, increased its ad investment to $725,000,000, up from $650,000,000 the year earlier. The increase came despite changing marketing strategies designed to cut the number, length and depth of promotional sales. In a five-year plan published by AA, Sears seemed determined to return to its basic price and middle America position.

K mart continued to increase its investment last year and promised more of the same this year. K mart's spending was put at $248,000,000, up $38,000,000 over the year earlier. Other leading general merchandisers were J.C. Penney Co., up $61,000,000 to $285,000,000; F. W. Woolworth Co., up $3,860,000 to $142,860,000, and Federated Department Stores, up $5,000,000 to $165,000,000.

For the leading supermarkets, sales were up 13.3% to $73.4 billion and advertising was up 12% to $754,600,000. The ratio of advertising to sales continued an 11-year decline, slipping to 1.03% from 1.04%. Each of the top five supermarkets did hike ad spending, however.

Safeway hiked its outlays $10,000,000 to $125,000,000, primarily to support its Scotch Buy generic food products. Generic food products and no frills stores, such as Aldi's in Chicago, continued to be a most hotly debated topic in food store circles.

Other supermarket spending leaders included Kroger at $94,500,000, up $24,000,000 over last year; A&P, up $11,000,000 to $84,000,000; American Stores, up $17,400,000 to $56,300,000, and Winn-Dixie Stores, down $200,000 to $39,600,000.

The face of retailing is likely to change even more in the next decade, as drug and specialty stores expand. For example, Walgreen Co., Deerfield, Ill., (not included in the retail profiles) has begun to expand into food store sales from its base in drug store operations. Walgreen will invest $31,000,000 in advertising this year, up 14.8% over the year earlier on sales of $1.3 billion.

Walgreen shifted to an in-house agency from Eisaman, Johns & Laws, Chicago, earlier this year.

The ADVERTISING AGE study of the 50 leading retailers includes advertising and promotion investment in print, broadcast, direct mail and other promotional media. It also credits the retailers for co-op funds used in advertising, even though these funds come from vendors.

AA mails a two-page letter that includes the previous year's profile to each of the companies as well as a follow-up mailing and telephone calls to those who do not reply. For those companies that do not provide complete information, AA estimates the data, based on interviews with trade sources.

Data on which these estimates for advertising and promotion outlays are based come from a number of sources including *Progressive Grocer*, Fairchild's *Financial Manual of Retail Stores*, various media information bureaus and Marketing & Promotion Services Inc. Tom Moloney, a free lance writer, assisted in the compilation of the profiles. #

Louis J. Haugh is president of Marketing & Promotion Services, Westport, Conn.

Shift retail focus more to marketing

(Continued from Page S-1)
rary identity and are in tune with today's changing lifestyles.

It isn't that the management of the first group were not good retailers. They probably were. But I suspect that they perceived their role as selling the merchandise they bought, rather than marketing a concept and a brand.

Yes, each of you has a brand—your store. As a manufacturer has a brand and as many services sell a brand, so too your store name is your brand. Your first responsibility is to sell the store, not the item. Look at yourself as though you are selling a product—that product being the totality of service, merchandise and ambiance of the physical unit called the store.

- The first step in determining the position of your store is a careful examination of the nature of your merchandise.

Let's say you sell men's clothing. Are you a Sym's, a Barney's or a Brooks Brothers? Or perhaps none of the above? Have you researched your market to determine the specific niche that you wish to fill in your community? If you wish to succeed in the highly competitive business that you have selected, it is your responsibility to market that business the way you would market a manufactured product or service.

How do your major suppliers with national brands position their products? After careful research and development of the product, they determine the target market for that product and then develop packaging, advertising and merchandising directly focused at that target market.

- What have you done to carefully isolate who your customer really is—or more analytically, who your customer should be? I don't doubt that you have discussed this problem with your wife or husband or even a few business associates in town. Or have gone so far as having a meeting with your buyers and merchandise managers.

But how many of you have reached out to the consumer in your community? Have you discussed the question of why people shop in your store—or, more importantly, why they don't? Have you thought of engaging the services of a market research company or, even better, talked with the head of the department of marketing of a local college or university?

Regardless of where your store is located, you can find services that will give you valuable data on how you are perceived and how your competition is perceived to determine the appropriate niche in which you can build a better business.

- Once you have armed yourself with adequate research information, you then act forcefully on four fronts:
  - The merchandise.
  - The physical environment.
  - The personnel.
  - The advertising.

You can't do one without the other. A superb advertising campaign geared to the positioning of a store for young girls, aged 16 to 24, can be destroyed by the wrong people, wrong merchandise and the wrong ambiance. Once you have decided who your customer is by age, sex, income, life style and buying habits, then you must gear a four-front attack on that target market.

We read in the papers how teachers aren't as good as they used to be and how terrible clerks in stores are—yet children in some schools are learning more than ever and individuals report how they enjoy shopping in one store rather than in another.

Are you selecting the right people for your store and do they represent a particular point of view?

A time when what we buy and where we buy is a significant reflection of one's life style is perhaps the time for greater emphasis on human relations in a store as opposed to the cold and austere act of moving from item selection to cash register to exit.

- Many years ago, Alvin Toffler wrote a best seller, "Future Shock." You are probably in the front line of getting the impact of that future shock. Everything is accelerated, and all industries are affected.

But as a result of future shock, people are becoming more demanding and they seem to be focusing that demand on the stores they shop in. I suspect that the reason for this is that your business has accomodated the customer more than any other business in our country.

And since you do accommodate the customer, you have to change as rapidly as the customer changes. Your business is a living, breathing entity, and as people change, your business has to change.

Unfortunately, there is a tendency in your business to look backward more often than looking forward. You check last year's sales, last month's sales, last week's sales and yesterday's sales.

How much time, money, effort and talent are you spending in looking ahead? Are you anticipating change or are you merely reacting to change?

- There is no doubt in my mind that the stores that are successful, vibrant, growing institutions are moving ahead because they have carefully positioned themselves, marketed the concept and spent more time looking ahead than looking back.

To effectively position your store, I urgently suggest you begin to think like marketers rather than retailers. Carefully research your target market and then focus your entire store—heart, soul and mind—on that target.

Your merchandising should be single-minded, your displays should hit the emotional button of your target market, your advertising should talk to it and your personnel should have empathy for it.

Then and only then will you be selling your particular brand to your community. If you accept the concept that you and your store may very well be in business long after a particular fad or fashion is hot, or a particular manufacturer is riding high, you will recognize that your brand is more important than any single item or group of items in your store.

I know what Barney's stands for. But I didn't know what Franklin Simon stood for. Be sure that you stand for something. No one can be all things to all people and unfortunately too many individuals in your business, in an effort to meet last years sales figures, have tried that approach.

(Continued on Page S-20)

Harold Levine is chairman of Levine, Huntley, Schmidt, Plapler & Beaver, New York. This article is abridged from a speech originally given at the National Retail Merchants Assn. retail workshop earlier this month.

Shoes, shoes and more shoes characterize fall ads for retailers such as B. Altman, Marshall Field and Saks Fifth Avenue.

25 leading general merchandise retailers

Sears, Roebuck & Co.

Sales $17,946,000,000
Advertising 725,000,000

Sears, Roebuck & Co., Chicago, is the largest U.S. retailer and the second largest national advertiser. The company increased its national spending 14% to $417,934,900 last year with 60% of the amount, or $254,000,000, spent on catalogs and direct mail. Local advertising brought the total up to $725,000,000.

Sears, whose sales approximate 1% of the U.S. gross national product, got more than 6% of the total U.S. general merchandise business and about half of the total catalog business.

The catalog operations, from which Sears derives more than a fifth of its sales, includes two large general "wish books" averaging 1,500 pages (spring-summer, fall-winter), three smaller ones (Christmas, mid-winter and summer), 16 specialty catalogs featuring particular lines of merchandise and about 15 tabloid sales catalogs.

Last year the company sent out 17,000,000 copies of each general catalog and between 100,000 and 500,000 copies of each specialty and sale catalog, for a total of 375,000,000 catalogs—50,000,000 more than the company put out in 1977.

Sears and its domestic subsidiaries employed an average of 472,000 people in 1978 and sold goods at 3,727 locations.

Last year marked a turning point for Sears as the company reformulated its long-range marketing strategy in a move to firmly reestablish Sears as "a family store for middle-class home-owning Americans." According to the company's "Headquarters Merchandising Plan 1979-1983," Sears is "not a fashion store . . . not a store for the whimsical nor the affluent . . . not a discounter, nor an avant-garde department store . . . not an exciting store . . . not a store that *anticipates*. We *reflect* the world of Middle America . . . its desires and concerns and problems and faults. [We must] not be swayed . . . by the attraction of other markets, no matter how enticing they might be."

Sears is lowering its advertising-to-sales ratio from 3.55% in 1978 to 3.29% in 1979 and then down to 3% by 1983.

Sears began making moves in the fourth quarter to improve profits, but at the sacrifice of sales. It pulled its 10 to 24-page spreads in women's and shelter magazines that advertised Sears home furnishings—a segment that had been heavily promoted up to that point. Magazines were almost devoid of Sears advertising in the first five months of 1979.

The results were sales shortfalls, undoubtedly much more severe than had been anticipated. Through June of this year, the company has suffered 10 consecutive months of sales declines, some soaring higher than 10%. To stimulate sales—and comply with federal price guidelines—Sears cut all catalog prices 5% in this year's spring-summer catalog.

However, the profit picture has brightened. In the fourth quarter the company reported a record 31% increase in earnings, to $330,000,000. In the first quarter of 1979, operating income from the merchandising group increased 25% to $217,601,000.

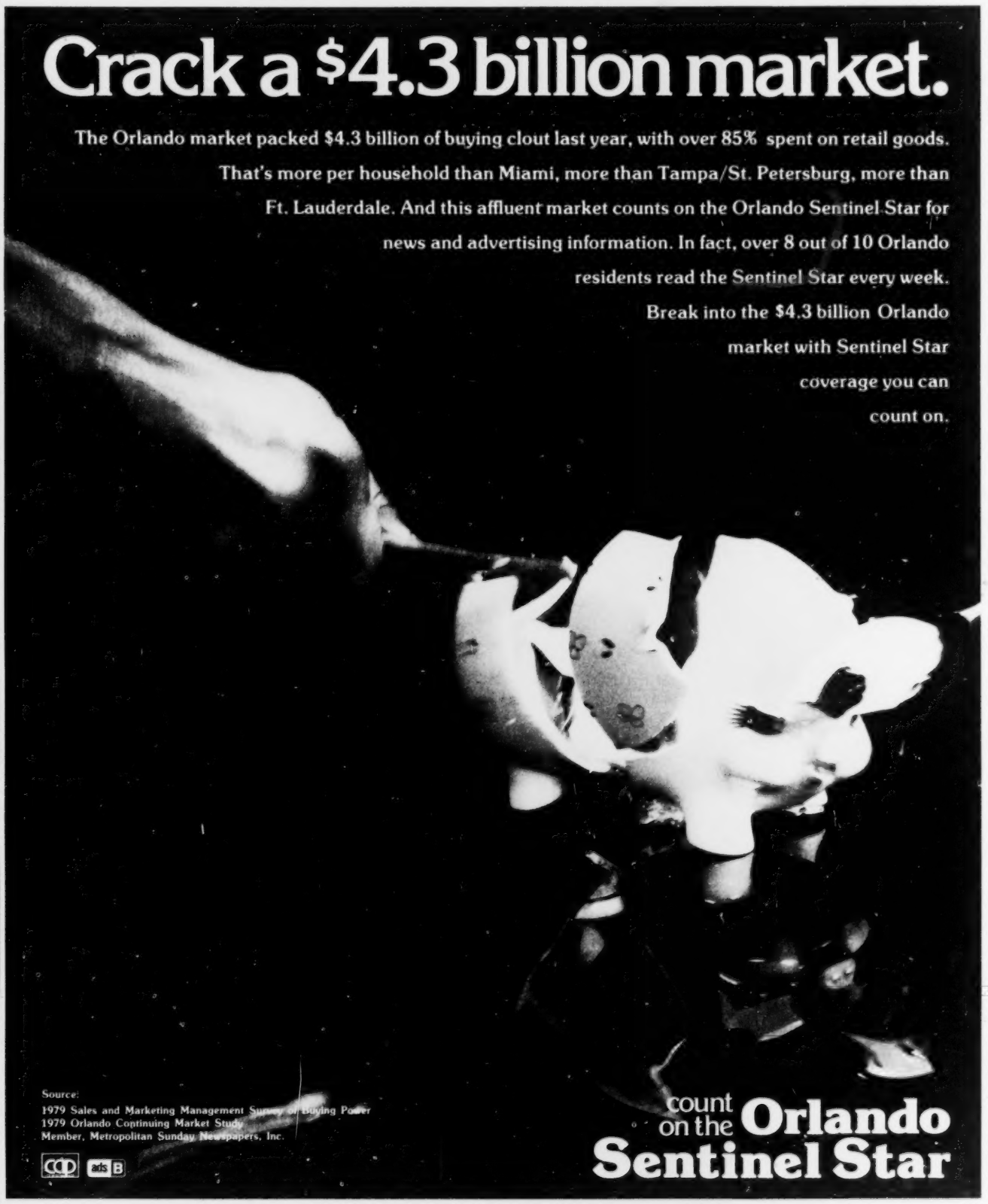
In 1978, the company continued its war against excessive sex and violence in tv programing by pulling its commercials from several programs, including "Three's Company" and "Charlie's Angels." This year the company began the "Sears Radio Theater," a series of 45-minute programs running weeknights on about 200 radio stations most of them CBS affiliates. The investment was expected to significantly increase radio spending.

In 1978, Sears opened 31 new stores, including 14 full line, 14 medium size and three hard line stores, bringing the totals to 367 full line, 373 medium size and 125 hard line stores. In addition, the company operates 14 catalog merchandise distribution warehouses, 92 retail distribution warehouses and 211 service and parts centers. The company plans to open 106 full line, 106 medium size and 27 hard line stores over the next five years, with 100 of the new stores to be built in new market areas and 139 of them replacing existing stores. (For a complete profile and agency line-up, see AA, Sept. 6, P. 149.)

Where AA got its data

The information in the profiles of the top 25 general merchandisers and top 25 supermarket chains came from various statistical services and associations and from questionnaires mailed by ADVERTISING AGE to the companies. All advertising and promotion expenditures are estimated by AA. Advertising estimates and sales figures are based on data from *Business Week*, *Progressive Grocer's Marketing Guidebook*, *Fairchild's Financial Manual of Retail Stores*, *Wall Street Journal*, the Newspaper Advertising Bureau, Television Bureau of Advertising, Leading National Advertisers and Media Records Inc.

- Retail and supermarket advertising expenditures include print, broadcast, direct mail, catalog and other promotional media. In addition, the ad totals credit the retailers for expenditures even though they may have made use of co-op funds from manufacturers. Where possible, these funds are so identified.


Crack a $4.3 billion market.
The Orlando market packed $4.3 billion of buying clout last year, with over 85% spent on retail goods.
That's more per household than Miami, more than Tampa/St. Petersburg, more than
Ft. Lauderdale. And this affluent market counts on the Orlando Sentinel Star for
news and advertising information. In fact, over 8 out of 10 Orlando
residents read the Sentinel Star every week.
Break into the $4.3 billion Orlando
market with Sentinel Star
coverage you can
count on.
Source:
1979 Sales and Marketing Management Survey of Buying Power
1979 Orlando Continuing Market Study
Member, Metropolitan Sunday Newspapers, Inc.
count on the Orlando Sentinel Star

K mart Corp.

Sales $11,695,539,000
Advertising 248,000,000

K mart Corp., Troy, Mich., the country's second largest retailer and fifth largest national advertiser, invested $248,000,000 in advertising in 1978, up 18% from 1977.

The company invested $32,930,882 in measured media, including $8,936,424 in network tv; $13,172,146 in spot tv; $3,719,936 in magazines; $2,407,000 in network radio and $500,000 in outdoor.

The vast majority of K mart's ad

(Continued on Page S-6)

25 top general merchandisers

(Continued from Page S-4)

funds are funneled into newspapers. That newspaper drive is bolstered with more than 25 newspaper color tabloid inserts per year.

Worldwide, there were 1,496 K mart stores in operation at the beginning of 1979. In the U.S., K mart operates in 257 out of 275 standard metropolitan statistical areas. Some 168 stores were opened last year, bringing the total to 290 new stores in 1977-78.

K mart also operates 313 Kresge variety stores and 82 Jupiter limited-line discount stores.

In the first three months of 1979, the corporation opened 36 new K marts, up from the 18 opened in the first quarter of 1978. A total of 180 were expected to open during 1979.

At the 1979 annual stockholders' meeting, K mart chairman Robert Dewar predicted that the company's earnings would pass those of top retailer Sears, Roebuck & Co. "in the next few years." He projected sales of $16 billion by 1982 and $20 billion by 1984. K mart's ad budget is expected to grow by 20% to 25% per year.

Ross Roy Inc., Detroit, is the K mart agency. (For a complete marketing profile, see AA, Sept. 6, P. 112.)

J.C. Penney Co.

Sales $10,845,000,000
Advertising 285,000,000

J.C. Penney Co., New York, the fourth largest retailer and the 27th largest national advertiser, hiked its national advertising 25% from $100,000,000 to an estimated $125,000,000 in 1978. This total includes an estimated $90,000,000 for catalogs. The remainder includes Penney's retail advertising for individual stores in local newspapers, estimated at $185,000,000, and foreign promotion outlays.

In 1978, Penney opened 28 full line and 33 soft line stores. Two stores were opened in Belgium and 42 drug stores were added to the domestic chain. In-store insurance centers were opened in 13 stores, bringing the total of centers to 33. The first catalog distribution center to serve the West Coast opened in Reno, Nev., early in 1979.

Penney is opening 37 full and 26 soft line stores, 36 drug stores and three stores in Belgium this year. Catalog sales centers are slated for 245 stores on the West Coast and in Hawaii. A sixth distribution center, located in Manchester, Conn., is under construction.

The Treasury stores registered losses for the fifth consecutive year, despite a 24.6% increase in sales over 1977. The three Treasury stores in the Chicago area were slated for sale, with two closed at the end of March. Three stores are thought to be too few to compete effectively in the large Chicago market.

Since 1974, Penney has been changing its marketing strategy from a private label, price-conscious general merchandiser to a more moderately priced, higher fashion department store.

Penney operates 523 full line department stores and 1,288 soft line stores. McCaffrey & McCall, New York, is the major Penney agency. (For a complete Penney profile, see AA, Sept. 6, P. 134.)

F. W. Woolworth Co.

Sales $6,102,800,000
Advertising 142,857,000

F.W. Woolworth Co., New York, invested $142,857,000 in advertising last year, up 10% over 1977. The company operates 4,416 stores and 345 leased departments in the U.S. and overseas, excluding its majority owned enterprises in Great Britain. This includes 2,253 Woolworth and Woolco stores, 289 Richman Brothers men's clothing stores and 2,219 Kinney operated footwear and apparel units.

Newspaper investment, representing 83% of the company's ad outlays, was up 14% over 1977. The company invested $15,537,000 in spot and network tv. Magazine expenditures rose from $874,000 to $2,226,000 with the Kinney stores getting the lion's share of the increase. Its Woolco stores got $4,700,000 in spot tv and its Woolworth stores got $3,675,000. 1979's advertising outlays are expected to increase 14% over 1978.

Woolworth and its wholly owned subsidiaries are opening approximately 375 new retail units this year, almost 300 of which are Kinney operated. J. Brannan stores, a new chain of family discount clothing stores, are being opened in Dallas and Oklahoma City. A media mix of newspaper, radio & tv will be used.

The parent Woolworth Co. and its Richman Brothers subsidiary both celebrated their 100th anniversaries in 1979 with a 25% first half ad budget increase.

Advertising agency for F. W. Woolworth Co. is Sawdon & Bess, New York.

Federated Department Stores

Sales $5,404,921,000
Advertising 165,000,000

Federated Department Stores, Cincinnati, operates about 157 major department stores and specialty stores under various names across the U.S. These units have a great deal of local autonomy in their markets.

Retail stores operated by the company include Rich's, Atlanta; Bloomingdale's, New York and Washington; Boston stores, Milwaukee; Bullock's, Memphis; Gold Circle discount stores, Worthington, O.; Gold Key, Los Angeles; Gold Triangle, Hialeah, Fla.; Lazarus, Columbus, O.;

(Continued on Page S-8)

GO WEST TO SHOP ...BIG APPLE

Shopping patterns have changed . . . big apple. Now shoppers head for suburbs like Bergen, the only New Jersey county in the New York SMSA. They have a choice of five major shopping centers in a five-mile radius, and more than five million square feet of selling space.

Annual retail sales in Bergen County top $3.6 billion. With per household retail sales of $12,246, it's a fact that Bergen ranks #1 in New Jersey and 56% greater than the New York SMSA average.

Of course, shoppers in Bergen depend on The Record. And if you want to sell to this great market, that's where you should advertise. The Record has more circulation in Bergen County — daily or Sunday — than all the New York City and Newark newspapers combined!

Let's close the sale.

Phone (201) 646-4214.

New Jersey's Largest Evening Newspaper

The Record

National Representatives: Sawyer-Ferguson-Walker Co.

Source: S&MM 1979 Survey of Buying Power

CANADIAN AD AGENCY IS LOOKING FOR AN AFFILIATION WITH A RETAIL ADVERTISING AGENCY (MANHATTAN LOCATED)

To better service our clients growing interests in the American Marketplace. We are looking for an aggressive advertising and marketing firm experienced in the housewares industry.

Please send agency profile to the attention of Mr. David M.J. Nowak
THE CREATIVE DIRECTORS LTD.
1390 Sherbrooke Street West
Suite 40, Montreal, Quebec
H3G 1J9 (514) 845-8868

25 top general merchandisers

(Continued from Page S-6)

Levy's, Tucson, Ariz.; I. Magnin Co., San Francisco; Rike's, Dayton, O.; Sanger-Harris, Dallas; Shilito's, Cincinnati, and Abraham & Straus, Brooklyn.

Federated agencies (with accounts in parentheses) include Telesales Inc., New York (A&S); Russell, Harris, Levinson, New York (Burdine's); Ingalls Associates, Boston (Filene's); Goodwin, Dannenbaum, Littman & Wingfold, Houston (Foley's); Modern Merchandising Bureau, New York (I. Magnin); Ogilvy & Mather, Los Angeles (Bullock's); Liller, Neal, Battle & Lindsey, Atlanta (Rich's); W.B. Doner & Co., Detroit (Richway discount stores); Byer & Bowman, Columbus (Lazarus).

Montgomery Ward & Co.

Sales $5,013,514,000
Advertising 207,000,000

Montgomery Ward & Co., Chicago, is a unit of the Mobil Oil Co. operating 413 retail stores and 474 catalog stores. Ward operates as a unit of Marcor, the subsidiary that also includes the Container Corp. of America.

During the year, Ward continued testing the limited sale of ad space in some of its catalogs, a program originated in 1975. This concept has since been expanded to all eight of its catalogs and opened to a wider variety of noncompetitive advertisers.

Lee King & Partners, Chicago, and Media Bureau, Chicago, handle Ward advertising. (For a complete profile of Mobil, see AA, Sept. 6, P. 124.)

Dayton-Hudson Corp.

Sales $2,981,234,000
Advertising 62,000,000

Dayton-Hudson Corp., Minneapolis, operates 45 department stores, 78 low-margin stores and 421 specialty stores, an increase of 96 stores over last year.

Its department store operations include Hudson's, Detroit; Dayton's, Minneapolis; Diamond's, Phoenix, and John A. Brown, Oklahoma City. Its discount stores are Target, Lechmere and 52 Mervyn's, a California-based soft lines chain.

Its specialty stores include B. Dalton book stores; J.B. Hudson jewelry stores, Minneapolis; Shreve's jewelry stores in California; J. E. Caldwell jewelry stores in Pennsylvania, New Jersey and Delaware; J. Jessop & Sons jewelry stores in San Diego; C.D. Peacock jewelry stores in Illinois and Charles W. Warren & Co., Troy, Michigan.

The agency line-up includes Campbell-Mithun, Minneapolis for B. Dalton; Grey Advertising, New York, for Dayton's, and Loren/-Snyder, Detroit, for Hudson's.

May Department Stores

Sales $2,567,000,000
Advertising 75,000,000

The May Department Stores Co., St. Louis, operates 173 stores, up 10 from last year. These include the M. O'Neil Co., Akron, O.; Hecht Co., Washington and Baltimore; May-D&F, Denver; G. Fox & Co., Hartford, Conn.; May-Cohens, Jacksonville, Fla.; Meier & Frank Co., Portland, Ore.; Famous-Barr Co., St. Louis; Strouss, Youngstown, O.; May Co., California and Venture Stores, St. Louis.

The company and its subsidiaries own and operate 18 shopping centers in nine states, totaling 14,000,000 square feet. May is opening five additional department stores during 1979.

The company put an estimated $36,364,000 in newspapers and $10,839,000 in direct mail advertising. Also an estimated $12,000,000 went to spot tv advertising.

First quarter 1979 sales totaled $566,895,000, up $69,524,000 over the same period in 1978.

The agency lineup includes Grey-North, Chicago, for Venture; Byer & Bowman Advertising, Columbus, for Famous-Barr, Hecht and May-D&F, and W.B. Doner, Los Angeles, for May Co., Cal.

Rapid-American Corp.

Sales $2,169,732,000
Advertising 14,500,000

Rapid American Corp., New York, operates 565 Lerner stores; 743 McCrory stores under the trade names McCrory, McLellan, H.L. Green and J.J. Newberry; 21 Britts department stores in 10 states and 664 OTASCO automotive and home accessory stores in 13 southern states. Record earnings were achieved by Lerner, McCrory and OTASCO stores in 1978.

A new 100,000-sq.-ft. Britts store was opened in West Palm Beach, Fla. in November, 1978. Five stores were closed, with two more closing in 1979.

Lerner opened 74 stores in 1978, of which 72 were in suburban shopping centers. This year, 75 new stores are being opened.

McCrory opened eight new stores last year and closed 33. The 12,000-sq.-ft. prototype stores are opening up in 1979, bringing the total of this type to 13.

Twelve new company-owned and 20 associate-dealer OTASCO stores last year and closed 33. Ten 12,000-sq.-ft. prototype stores are ary, Rapid Muffler Inc., opened three pilot shops in OTASCO's headquarters city, Tulsa, Okla. Twenty new company-owned stores and 25 new associate-dealer stores are opening this year.

Lerner sales were $695,000,000; McCrory $544,000,000; OTASCO $220,000,000, and Britts $84,000,000.

Carter Hawley Hale Stores

Sales $2,116,586,000
Advertising 43,000,000

Carter Hawley Hale Stores, Los

(Continued on Page S-10)

You Should Know . . .

which Houston newspaper has the largest share of audience among top demographic groupings in the Houston SMSA . . .

	Total Post Readers	Post Share Of Audience
TOTAL ADULTS	639,000	63%
Men	326,000	65%
Women	313,000	61%
1978 FAMILY INCOME		
$45,000 or more	85,000	70%
$35,000-$44,999	76,000	63%
$25,000-$34,999	143,000	63%
Under $25,000	335,000	61%
COLLEGE GRADUATES	218,000	67%
PROFESSIONALS AND MANAGERS	223,000	64%
HOME OWNERS	469,000	63%

Now You Know
The Houston Post

Source: 1979 Houston Market Study by RICI

represented nationally by Branham Newspaper Sales

Tucson is where one buy gets you 8 out of 10 households.

Reach 83% of all households. Call Q. J. Robb, Gen'l Ad Mgr., 602/294-4433.

Star & Citizen

25 top general merchandisers

(Continued from Page S-8)

Angeles, operates 656 stores, an increase of 29 over last year. Its retail operations include The Broadway, Los Angeles; Neiman-Marcus, Dallas; Walden Book Co., Stamford, Conn.; Weinstock's, Sacramento; The Emporium, San Francisco; Capwell's, Oakland; Bergdorf-Goodman, New York; Holt Renfrew, Montreal; John Wanamaker, Philadelphia, and Thalhimer Brothers, Richmond, Va.

It also operates Sunset House, Los Angeles, which sells through nationally distributed novelty and gift catalogs.

Leber Katz Partners, New York, has the Neiman-Marcus account.

Allied Stores Corp.

Sales $2,107,939,000
Advertising 99,000,000

Allied Stores Corp., New York, operates 149 stores. Earlier this year Allied acquired 12 Bonwit Teller stores and 32 Plymouth Shops from Genesco Inc., Nashville.

Other Allied operated stores include Block's, Waterloo, Ia., and Indianapolis; Bon Marche, Seattle; Cain Sloan, Nashville; Dey Bros., Syracuse; Donaldson's, Minneapolis; Field's, Jackson, Mich.; Gertz, New York; Hardy-Herpolsheimer, Muskegon, Mich.; Jordan Marsh, Boston and Miami; Heer's, Springfield, Mo.; Joske's, San Antonio; Levy's, Savannah, Ga.; Mass Bros., Tampa; Mabley & Carew, Cincinnati; Missoula (Mont.) Mercantile; Muller's, Lake Charles, La.; Paris of Montana, Great Falls; Polsky's, Akron, O.; Pomeroy's, Reading, Pa.; Read's, Bridgeport, Conn.; Stern Bros., Paramus, N.J.; Titche's, Dallas; Troutman's, Greenburgh, Pa.; Wren's, Springfield, O. and Almart-J.B. Hunter, Wilmington, Del.

Smith-Patterson, Boston, is the Jordan Marsh agency; other units handle their own advertising.

Gamble-Skogmo

Sales $1,954,644,000
Advertising 23,971,000

Gamble-Skogmo, Minneapolis, was significantly restructured and reoriented in 1978 to better focus on long-term growth and profitability in its merchandising and financial services business.

Thirteen retailing divisions comprise a total of 3,263 company-owned and dealer-owned stores located in 35 states and Canada. Gamble sells at wholesale and retail a wide range of consumer products, including durable goods, fashion apparel, food and pharmaceuticals.

The merchandising group includes Aldens, Chicago, the nation's fifth largest mail order house; Gamble department stores, Chicago, 19 stores in medium-size cities from coast to coast; Gambles, Minneapolis, 40 company and 903 dealer-owned stores in smaller towns in the Midwest and Rocky Mountain states; Howard's, Monroe, La., 84 discount stores in 10 Sunbelt states; JM McDonald's, Hastings, Neb., 68 clothing stores and 74 fabric stores in Western and Plains states. The list continues with Leath-Maxwell, Chicago, 49 home furniture stores in the Midwest and 81 Maxwell Home Furnishings outlets in the Carolinas and Florida; Women's World shops, La Mesa, Cal., 56 higher-price women's clothing stores in major metropolitan markets; MacLeods, Winnipeg, Manitoba, 75 company and 197 dealer-owned hard line stores in the Western provinces; Mode O'Day, Burbank, Cal., 28 company and 685 dealer-owned lower-price women's clothing stores plus 21 Double Up junior fashion outlets. The merchandising group also includes Rasco, Burbank, Cal., 90 large discount stores, 41 Toy World stores and 29 Rasco-Tempo department stores; Red Owl, Hopkins, Minn., 88 company and 279 dealer-owned retail food outlets in the Midwest; Snyder, Hopkins, Minn., 45 company and 69 dealer-owned drug stores in Minnesota and Wisconsin and Stedmans, Toronto, 53 company and 210 dealer-owned stores in all Canadian provinces.

The company liquidated its Tempo-Buckeye division, which reduced 1978 earnings by $6,974,000.

Inter-mark Inc., Des Plaines, Ill., is the Aldens agency.

R.H. Macy & Co.

Sales $1,834,100,000
Advertising 114,500,000

R.H. Macy & Co., New York, operates 76 stores. In addition to Macy's stores in New York, San Francisco and Kansas City, the company operates Bamberger's, Newark, N.J.; Davidson's, Atlanta, and LaSalle's, Toledo. It also operates several regional shopping centers.

The company positions its stores as middle income to upper middle income department stores, concentrating on fashion merchandise and apparel and home furnishings. It has six autonomous divisions.

Macy's sold its six J. Homestock furniture warehouse showrooms to the Levitz Furniture Corp. for $5,304,000.

Melville Corp.

Sales $1,747,371,728
Advertising 15,000,000

Melville Corp., Harrison, N.Y., operates 3,812 units in the District of Columbia, Puerto Rico and 49 states (Alaska is the lone exception). Melville-operated stores include 1,189 Thom McAn shoe stores, 1,397 Meldisco footwear departments in all U.S. K marts, 400 Foxmoor young women's apparel stores, 356 CVS health and beauty aid stores, 326 Chess King young men's apparel stores, 55 Marshalls promotional stores and 48 Vanguard men's shoe stores.

In 1978 a total of 382 stores and footwear departments were opened and 104 were closed. The company is opening 405 new units this year and closing approximately 44.

The Marshalls' stores received spot tv support in addition to newspaper.

Associated Dry Goods Corp.

Sales $1,605,607,000
Advertising $1,800,000

Associated Dry Goods Corp., New York, operates 146 department stores across the country.

Its operations include Lord & Taylor, New York; Hahne & Co., New Jersey; William Hengerer Co., Buffalo; Powers Dry Goods Co., Minneapolis; Stewart & Co., Baltimore; Stewart's, Louisville; Dia-

(Continued on Page S-12)

The other half of the marketing mix

...It picks up where your advertising leaves off.

You've spent months shaping and refining your advertising strategy. More months converting it into provocative ads or commercials.

Great. But it's a long way from the magazine page and the TV screen to the cash register.

That's where we come in.

At Elliot J. Axelrod Associates, Inc., we provide **the other half of the marketing mix.** Ideas and materials that close the gap between where your consumer advertising leaves off and the sale begins.

We motivate your salesmen to sell better, help the trade to merchandise better, create excitement and heighten consumer trial at the point of sale.

Our services include promotional programs, packaging, audio/visual presentations, sales aids, creative premiums, point of sale material, and incentive programs.

We believe these services are too important to be handled piecemeal. They deserve the same caliber of creative thought, the same degree of marketing insight that characterizes your advertising.

At Elliot J. Axelrod Associates, that's what they get. And it all gets some pretty outstanding results for our clients.

To learn more about us, call Elliot Axelrod, Ken Marden or Peggy O'Brien at **212-889-5553.**

eja
ELLIOT J. AXELROD ASSOCIATES, INC.
105 MADISON AVE., NEW YORK 10016

Creative Services for Creative Marketers

25 top general merchandisers

(Continued from Page S-10)

mond, Charleston, W. Va.; Robinson's, Los Angeles; Sibley, Lindsay & Curr Co., Rochester, N.Y.; H&S Pogue Co., Cincinnati; Goldwater's, Phoenix; Stix, Baer & Fuller, St. Louis; The Denver, Denver; Horne's, Pittsburgh; Robinson's of Florida, St. Petersburg and Ayre's, Indianapolis.

Zayre Corp.

Sales $1,394,109,000
Advertising 9,000,000

Zayre Corp., Framingham, Mass., operates 254 department stores, 34 apparel specialty stores, 44 fabric shops, 10 discount food stores, 95 gasoline stations and 87 women's apparel stores.

Gimbel Brothers

Sales $1,058,860,000
Advertising 25,750,000

Gimbel Brothers, New York, is a subsidiary of the Brown & Williamson Retail Group, formed in February. It is made up of four Gimbel department store divisions: New York, Philadelphia, Milwaukee and Pittsburgh, plus 30 Saks Fifth Avenue specialty stores across the country.

Gimbel department stores use a media mix of newspapers, direct mail, radio and tv. Direct mail and tv have seen the greatest growth over the past year.

Many existing Gimbel stores have been updated and renovated in an effort to establish a headquarters approach to the moderate price fashion businesses, while continuing to stand out in the home areas.

Saks Fifth Avenue uses a media mix consisting of newspapers, national magazines, city magazines, radio, tv and direct mail. Tv activities have expanded from four markets in 1978 to nine markets in 1979 and a tenth market will be added in 1980.

Saks will open a new store in South Coast Plaza in Orange County, Cal., and a replacement store on Worth Ave. in Palm Beach, Fla., in November. In 1980, Saks will open a new store in the Fairlane shopping center in Detroit and a replacement store in the Sunrise shopping center, Ft. Lauderdale, Fla.

A Gimbel's fall fashion campaign saluted New York City with the theme, "New York, New York ... It's a wonderful world."

Mercantile Stores Co.

Sales $922,141,000
Advertising 17,000,000

Mercantile Stores Co., New York, operates 85 stores. Its operations include Bacon's, Louisville; Castner-Knott Co., Nashville; de Landrecies, Fargo, N.D.; Grayfer's, Mobile, Ala.; Glass Block, Duluth, Minn.; Hennessey's, Butte, Mont.; Jones Store Co., Kansas City; Joslin's, Denver; Lazarus, Wilkes-Barre, Pa.; Lion, Toledo; McAlpin's, Cincinnati; Grayfer's Montgomery Fare, Montgomery, Ala.; People's, Tacoma, Wash.; Right House, Ontario, Can.; Root Store Co., Terre Haute, Ind.; White's, Augusta, Ga., and Columbus, S.C.

Wal-Mart Stores Inc.

Sales $900,298,000
Advertising 15,000,000

Wal-Mart Stores Inc., Bentonville, Ark., operates 229 stores in Arkansas (54), Illinois (11), Kentucky (3), Louisiana (6), Mississippi (13), Missouri (61), Oklahoma (42), Tennessee (10) and Texas (20). Most stores are located in smaller communities of 5,000 to 25,000.

The company's 1978 sales of $900,298,000 were up from the $678,456,000 of 1977. Wal-Mart sales have increased nearly thirty-fold since 1970.

Effective Oct. 1, 1978, the company acquired the Hutcheson Wholesale Shoe Co. of Fort Smith, Ark. Hutcheson operated leased departments in 190 Wal-Mart stores at that time.

Wal-Mart established a fully-owned, separate division for distributing hobby and crafts merchandise. It also started a fully-owned and operated in-store pharmacy division with seven units and a jewelry division in 48 stores.

Thirty-four new stores were opened in fiscal 1978 and 40 are planned for fiscal 1980. A new 390,000-sq.-ft. distribution center is under construction in Searcy, Ark.

The company utilizes four primary advertising media: Newspapers, multipage circulars, tv and radio. In 1978, 13 full-color circulars were created announcing companywide special bargains and concerted sales programs. For each event, 3,500,000 copies were printed and distributed. Every home within a 20-mile radius of any store can be reached through one or more of the company's advertising outlets. Advertising is handled in-house.

SCOA Industries

Sales $780,333,000
Advertising 11,709,000

SCOA Industries, Columbus, O., operates approximately 900 shoe stores and leased departments, footwear manufacturing plants, 42 appliance outlets, 76 department stores and 86 domestic goods stores and fabric shops. These include Gallenkamp Shoe Stores, Columbus; Hills, Canton, Mass.; Rudnick Co., Hamden, Conn.; The Dry Goods, Claymont, Del., and Kelly & Cohen, Pittsburgh.

The company invested $2,150,000 in spot tv, up from $1,417,000 in 1977.

Last year was the fourth record year in a row for the company, with profits rising 50%. The company has paid consecutive quarterly cash dividends since 1929 and, on Sept. 15, 1979, paid an increased dividend of 25¢ per share, the sixth quarterly dividend increase in succession and the tenth increase in less than four years. The quarterly rate has more than tripled during the four-year period. The company's stock split three-for-two in January.

Hills, the company's largest and most profitable division, opened five new units in 1978 and plans to open a record 15 in 1979. Moderate expansion is planned for the remainder of the company in 1979.

John Zook Advertising, Columbus, is the agency for corporate advertising; Morris Saffer Advertising, Toronto, and Byer & Bowman, Columbus, are agencies for the footwear division; Canton Advertising, Canton, Mass., is the agency for Hills and Rudnick; Norman Roberts Associates, Philadelphia, is the agency for The Dry Goods and

(Continued on Page S-14)

The Wins, Places and No-Shows.
Not everyone can be first, but in New Orleans there's ample room for many winners.

Whether you're in the circle of winners or left at the gate depends a great deal on how you size up the competition and the track. Our Belden Continuing Market Studies cast a clear light on the competition and the market. We know who the competition is, where they've come from, and where they are now. And we've a pretty good idea of where they're going.

What's more, we've the key ingredients for your success — the New Orleans consumer. For every major retailer and shopping center we deliver 7 out of 10 (or better) of the shoppers every weekday. On Sunday's, 8 out of 10 or better.

RETAILING in the 80's

So, before you start jockeying for position with new marketing and media stratagems, check with us. It could make the difference between a win or a no-show.

The Times-Picayune / The States-Item

Bob O'Neill, Advertising Director (504) 586-3595 — 3800 Howard Ave., New Orleans, La. 70140

Represented Nationally by NEWHOUSE NEWSPAPERS

New York (212)697-8020 — Chicago (312)641-6242 — Atlanta (404)955-2335
Los Angeles (213)385-9148 — San Francisco (415)362-3367 — Detroit (313)354-2540

25 top general merchandisers

(Continued from Page S-12)
Marc & Co., Pittsburgh, is the agency for Kelly & Cohen.

Marshall Field & Co.

Sales $762,590,408
Advertising 20,000,000

Marshall Field & Co., Chicago, operates 54 stores, including the new store, Marshall Field, in Houston, expected to open in November, 1979. The company includes Frederick & Nelson, Seattle; Crescent, Spokane; John Breuner Co., Northern California, and Hall's, Cleveland.

In 1978, the company acquired five Frederick & Nelson stores and 14 John Breuner Co. stores.

Plans are proceeding on stores in Houston and Dallas for a new southern division and the company expects to open five stores in that region within five years.

Kenyon & Eckhardt, Chicago, is the Marshall Field agency.

G.C. Murphy Co.

Sales $711,995,000
Advertising 16,500,000

G.C. Murphy Co., McKeesport, Pa., operates 480 stores in 24 states and D.C. Its general merchandise stores include Murphy's Mart, Murphy, Terry Ferris, Bruners Junior department stores and Cobbs specialty stores.

The company closed 68 stores in fiscal 1978 and opened 12 units, for a net loss of 56 stores. Twelve new stores are being opened in 1979 and a few stores are being closed.

Murphy has developed separate advertising formats for each type of operation. Sunday supplemental circulars, which had been used to build traffic in all stores, are now utilized exclusively for Murphy's Marts. This permits Murphy's Marts to intensify promotion of higher-price merchandise not regularly carried by some of the company's smaller conventional stores. The company's variety stores now utilize daily newspaper advertising in their local papers and feature basic, staple merchandise that customers expect to find in these stores. The new advertising formats were introduced last October.

Frank Neish Advertising Co., McKeesport, is the in-house agency.

Korvettes

Sales $600,000,000
Advertising 30,000,000

Korvettes, New York, operates 50 stores in New York, New Jersey, Pennsylvania, Maryland, Washington, D.C., Virginia and Michigan.

In April, the Korvettes chain was acquired for about $42,000,000 by the Agache-Willot Group of France from the Arlen Realty and Development Corp. At that time, Agache-Willot named Alain Mathieu as chairman, a new post, and Nicholas Palinhich president, succeeding David Brous who resigned.

The new owners have not changed the successful Korvettes advertising campaign built around the "Other Korvettes" theme. The theme focuses on merchandise other than the store's traditional lines, which account for about 55% of the chain's sales.

Korvettes has denied reports that it planned to close its store on New York's fashionable Fifth Ave.

Grey Advertising, New York, handles broadcast creative, although Kelly, Nason-Univas, New York, is rumored to be in line for the $30,000,000 account.

Macy's stresses style in ads for bed coverings.

Levitz Furniture Corp.

Sales $498,194,000
Advertising 45,000,000

Levitz Furniture Corp., Miami, Fla., operates 70 showrooms in 26 states, including 62 large stores in population centers of at least 750,000. Five new stores are planned for fiscal 1980. Fiscal 1979 sales were up 16.3% over the previous year.

Currently 8% of the company's sales volume is spent on advertising. The 24-person in-house advertising department produces print ads for newspapers and national magazines as well as videotaped tv commercials, plans ad campaigns and strategies and buys media space and time.

Newspaper advertising accounts for over half of the Levitz ad budget, although tv expenditures have been increasing during the past few years. Four-color rotogravure inserts are used extensively. Image ads are placed in women's national magazines directed at women 20 to 45 years of age. Newspaper ads emphasize price and special promotions.

Levitz purchased six J. Homestock warehouse-showrooms from R.H. Macy & Co. for $5,304,000.

Cook United

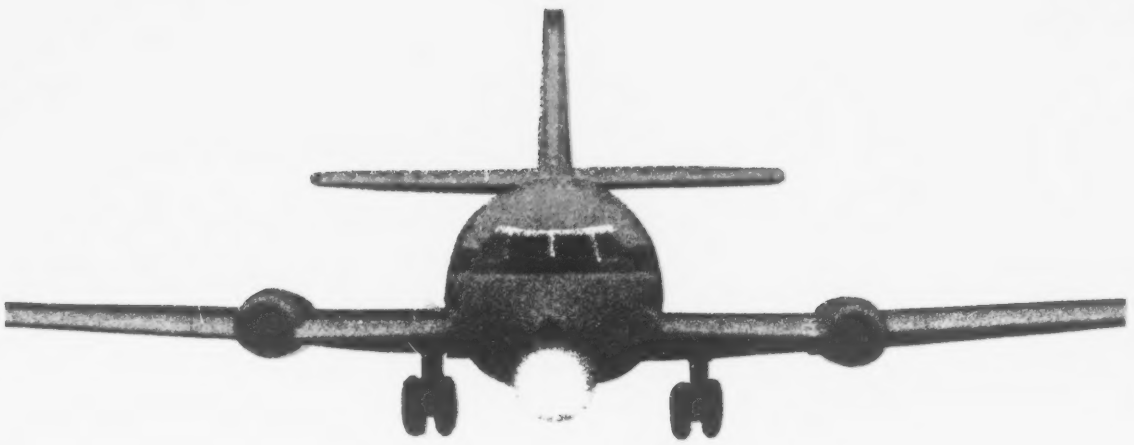
Sales $405,000,000
Advertising 12,500,000

Cook United, Maple Heights, O., operates 70 discount stores in 14 states. Operations include Uncle Bill's, Cook's, Clark's, Consolidated Sales and Ontario's. It also operates J.P. Snodgrass fashion stores and has automotive, major appliance and catalog showroom operations.

Advertising outlays for the company included an estimated $10,000,000 in newspapers and spot tv.

Lang, Fisher & Stashower, Cleveland, is the Cook agency.

Baltimore means business



Business is coming to Baltimore. In 1978 alone, Icelandic, North Central and Carribean Airways have begun service to Baltimore through the newly expanded Baltimore-Washington International Airport. A $70 million modernization project now makes BWI capable of handling over 11 million passengers each year.

Look into Baltimore . . . it means easy access to 2.2 million people with $12.7 billion Effective Buying Income in the nation's 14th largest market. It means business for you.

Reach Baltimore business through Baltimore's most effective advertising medium — The Baltimore Sun.

THE BALTIMORE SUN
reaching Baltimore for you

Represented nationally by CWO&O

Sources:
State Aviation Adm.
Sales & Marketing Management
Survey of Buying Power 1978

A new way to buy the rich western Carolinas

Reach 87% of the Buying Power in the ADI with one combination discount buy!

The second largest ADI in the Carolinas. 37th in the U.S. Also, one of the richest, with $7.5 billion effective buying income. **The Greenville/Spartanburg, South Carolina** "Little Giant" metro area, combined with the important **Asheville, North Carolina** metro area, forms one of the largest, fastest-growing areas in the Southeast.

Now, one combination buy delivers this market. These newspapers cover 20 of the 29 ADI counties with $3.7 billion in retail sales (86% of the total sales in the ADI). A net, unduplicated 373,100 adult readers weekdays and 442,300 adult readers Sundays. All this, and a discount, too. For more facts on the best advertising buy in the Carolinas, talk with your Sawyer, Ferguson & Walker Representative.

American Newspaper Markets, Inc. Circulation '78-'79. Sales and Marketing Management Survey of Buying Power, July 1978. Reader demographics available from the ABC Data Bank.

The Greenville News
GREENVILLE PIEDMONT

&

THE ASHEVILLE CITIZEN
and
The Asheville Times

Top 25 retail food chains

Safeway Stores

Sales **$12,550,569,000**
Advertising **125,000,000**

Safeway Stores, Oakland, Cal., the nation's largest food retailer and second largest retailer over-all, operates 2,436 stores—an increase of two over 1977—in 29 states, Washington, D.C., Canada, Australia, West Germany and the United Kingdom.

▪ During the year, 111 new stores were opened while 103 were closed. This included 12 new stores opened and 11 closed overseas and in Canada. Safeway's 443 non-U.S. units includes 274 in Canada, 83 in the United Kingdom, 60 in Australia and 26 in West Germany.

Safeway was the first retail food company to hit $10 billion in sales, more than doubling its sales over the past eight years when it overtook A&P as the leading supermarket company in the U.S.

Safeway introduced its new low-price Scotch Buy line of 34 grocery and household products in September, 1978 with a $10,000,000 tv, print and in-store campaign featuring dancer/actor Ray Bolger. The company expects eventually to offer 200 Scotch Buy items. Safeway offers 5,600 private label products, an increase of 300 over 1977.

The company's new corporate image advertising made its debut on July 15 throughout the company's operating areas in the U.S. and Canada. The corporate slogan is "Everything you want from a store and a little bit more." The new ad campaign is being promoted mainly through tv showing the "little bit more" that's provided at and by Safeway.

▪ In addition to 30 and 60-second versions of the theme commercial, six 30-second spots will feature meat, produce, Safeway brands, value and quality, customer service and one-stop shopping variety. Radio and newspaper commercials support the tv spots. The program was developed by Botsford Ketchum, San Francisco. The image campaign will unite Safeway advertising with a common identity. However, the autonomy of Safeway's retail divisions' advertising programs will continue. Each of the company's 26 U.S. and Canada retail divisions has its own advertising department and hires its own ad agency to purchase local media time for the new image campaign.

Kroger Co.

Sales **$7,828,071,000**
Advertising **94,500,000**

Kroger Co., Cincinnati, operates 1,202 stores in 21 states, up 14 stores over last year. Kroger also operates Super RX drug stores.

Kroger sold off its controlling stock in Top Value Enterprises to Baldwin-United Corp., a diversified company involved in musical instruments, banking and real estate. Kroger stopped issuing Top Value stamps at its food stores about five years ago, and while some competitors like A&P returned to trading stamps last year, Kroger did not.

Kroger's "price patrol" comparative ads were found misleading by an FTC administrative law judge in June. Judge Montgomery Hyun, in an initial ruling in the two-year case (AA, July 25, '77), recommended requiring that future price surveys by the supermarket chain meet methodological standards. Also, he said, future price survey ads should note when major food categories are excluded and carry the disclosure that "whether you save and how much you will save will depend on what you buy." Kroger said it would probably appeal to the full FTC.

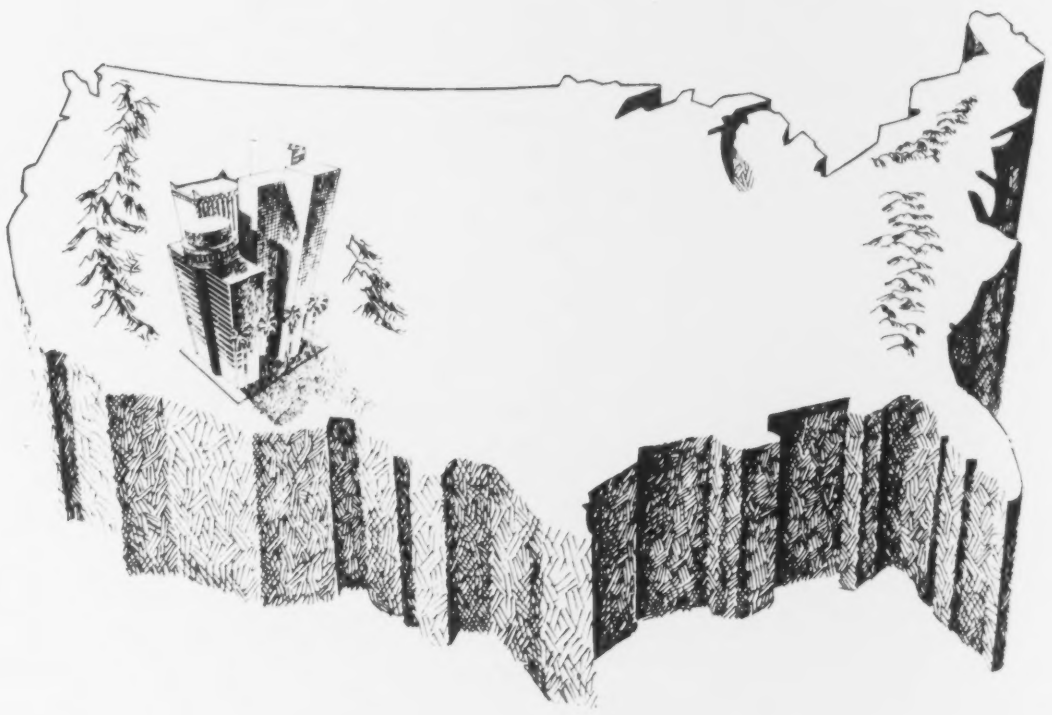
Campbell-Mithun, Chicago, is the Kroger agency.

Great Atlantic & Pacific Tea Co.

Sales **$7,288,577,000**
Advertising **84,000,000**

The Great Atlantic & Pacific Tea Co., Montvale, N.J., the nation's

Test the U.S. in Phoenix.



When you test Phoenix, America's mobility and our ever-growing sunbelt migration give you opinions from Chicago, Poughkeepsie, and Oakland as well.

Phoenix gives you less than 5% deviation along all national demographic lines, and has the additional plus of a highly mobile population: the folks who pulled up roots from back home and are willing to try something new, including your test product.

Phoenix Newspapers dominate this major urban market with 81% weekly penetration metro households for a combined daily circulation of 301,000 and 308,000 on Sundays. No spill-in, no spill-out. You get contained, controlled testing with a near perfect statistical base. Our only blemish is that the people who read our newspaper tend toward the higher income levels, reflecting (as Phoenix will so well for you) a national trend.

For more information and a free copy of our new "Inside Phoenix" contact Howard Ruby, The Phoenix Newspapers, P.O. Box 1950, Phoenix, AZ 85001. He'll help you buy the best test in the West, the Midwest or the U.S.

THE ARIZONA REPUBLIC / *The Phoenix Gazette*

Represented Nationally by STORY & KELLY-SMITH, INC.
New York Philadelphia Atlanta Boston Chicago Dallas Detroit Los Angeles San Francisco

third largest food retailer, operates approximately 1,800 stores. Its advertising investment includes an estimated $60,000,000 in price/item newspaper ads and $16,000,000 in broadcast, where A&P ties its corporate umbrella theme, "You'll do better at A&P," into more specific local efforts.

A&P has been experimenting with a modified co-op ad effort. Instead of the tv commercial in which retailers are listed at the end of a spot prepared by a manufacturer, the new co-op commercial involves only one retailer—in this case A&P—and the advertised brand. A&P, working with Ed Libov Associates on this program, so far has involved products from Bristol-Myers, Oscar Mayer, American Home Products and Richardson-Merrell.

A&P's 1979 ad budget is expected to be approximately 10% below that of 1978.

■ The company began phasing out its trading stamp program early this year in about half of the 600 participating stores, including those in Milwaukee and in some eastern states. A&P will continue to use stamps in Chicago and other midwest cities.

The company is investing $80,000,000 this year to remodel stores, including 50 or more "limited-assortment" stores featuring a limited line of products.

A German supermarket chain, the Tengelmann Group, has invested up to $78,000,000 in A&P, buying about 42% of the outstanding shares of A&P from the John Hartford Foundation, the McIntosh Foundation and two individuals. A&P's vp-advertising, Michael Rourke, said in a February interview that the German firm is not expected to take a role in day-to-day operations of the company. Mr. Rourke noted that the fact that a foundation is not a major stockholder is a plus for A&P.

First quarter 1979 sales were $1,662,888,000, down from $1,808,319,000 in 1978. With 289 fewer stores than in first quarter 1978, an A&P representative said that on an identical store basis sales were up 2.3%.

McCann-Erickson, New York, is the A&P agency, with Hawkins, McCain, Blumenthal, New York, handling its private label brands, including Ann Page, Eight O'Clock coffee and others.

American Stores Co.

Sales **$5,138,404,000**
Advertising **56,328,000**

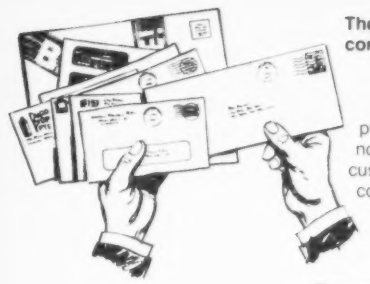
On July 28, 1979, American Stores Co. was merged into Skaggs Cos. and immediately thereafter Skaggs, the surviving company in the merger, changed its name to American Stores Co.

American Stores is a holding company which, through Acme Markets Inc., Alpha Beta Co., Skaggs Stores and other companies, operates 689 food stores, 238 super drug centers and drug/grocery combination stores. Acme operates 370 stores in seven eastern states. In California and Arizona, Alpha Beta has 319 food stores, 44 restaurants and three discount department stores. The Skaggs super drug centers and drug/grocery combination stores are located in 21 western, midwestern and southeastern states. Rea & Derrick is the drug store operator in Pennsylvania, New York and Maryland. Hardee Northern operates 11 Hardee's fast food outlets.

(Continued on Page S-18)

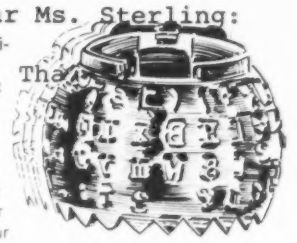
If you know your prospects' names . . .

send them personal letters!

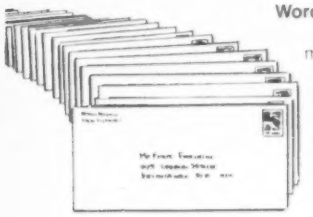


There's no other form of marketing communication that works as well. Your message comes across on a one-to-one level. One identified person talking to another. That s probably the way you communicate now with a select few prospects and customers. Wouldn't it be great if you could send a *personally typed* letter to everyone on your mailing lists?

Dear Ms. Sterling:



Now you can use this powerful communications tool to reach hundreds . . . thousands . . . of your prospects. Wordex makes it possible. We re not talking about computer letters, offset letters, chesire labels . . . or anything else with the obvious mass-produced look that gets lowest priority for reading time. We produce individually typed, addressed and signed letters on your letterhead. Every one looks exactly as if your secretary typed it and you signed it.



Wordex can do everything . . . including affixing stamps and mailing. And we ll maintain your lists, track performance and handle follow-up. All for significantly less than it would cost you to do it yourself. Personalized communication commands attention . . . and gets response. Wordex will personalize your communications to all your lists, whatever the size. Call or write for complete information on Wordex services.

Let WORDEX work for you.

Wordex Corporation • 39-40 Route 4 Fairlawn, N.J. 07410 • (201) 794-1010
New York City: (212) 724-5113 **Boston Area:** (617) 277-7676

THE 2-BILLION DOLLAR MAN.

He's alive and well and living in the Greater Miami Latin Market.

That's right! He's Latin.
And he's affluent. As a matter of fact, he's worth $2-billion each and every year.

$2.2-billion, to be exact.* For that is the aggregate annual income of the more than half-million Spanish-speaking people making up the Greater Miami Latin Market.

Being affluent, this 2-billion dollar man spends a lot of money. On food. On liquor. On cigarettes. On entertainment. On travel. On cars. On clothes. On his home. On his family.

Oh! Yes, he's very much family-oriented. His activities revolve around his family. And it's a large family, averaging 3.4 members per household.*

But for you — the advertising decision-maker — the most important aspect of this 2-billion dollar man is that he speaks and reads in Spanish. Not only does he speak and read it, but he lives, breathes and thinks in Spanish. Therefore, he makes his buying decisions in Spanish.

And the place he goes to every day to get help in making those buying decisions is DIARIO LAS AMERICAS. The # 1 Spanish-language daily newspaper. Particularly oriented to him and his family.

Make sure you get your fair share of this 2-billion dollar man. Reach him by advertising in DIARIO LAS AMERICAS.

*Source: "Dade Latin Market 1978" Strategy Research Corporation

DIARIO LAS AMERICAS

***The* Spanish-language daily newspaper**
Founded July 4, 1953

26 YEARS OF CONTINUOUS DAILY PUBLICATION

For additional information call: (305) 633-3341
Or write: Advertising Department, DIARIO LAS AMERICAS
2900 N.W. 39th Street, Miami, Florida 33142

Top food chain retailers

(Continued from Page S-16)

Winn-Dixie Stores

Sales $4,930,538,000
Advertising 39,643,000

Winn-Dixie Stores, Jacksonville, Fla., increased its advertising outlays more than $6,793,000 in the fiscal year ending June 27. The company operates 1,174 stores throughout the Sunbelt, up from the 1,169 stores of a year before.

The company invested more than $26,915,000 in newspapers and $12,728,000 in spot tv.

William Cook Advertising, Jacksonville, is the Winn-Dixie agency.

Transparencies

For Reproduction & Display

- All sizes up to giant murals
- In color and black & white

Lightboxes available

New PhotoGuide tells all... send for free copy

Rik Shaw Associates
250 W 54 St., 10019
(212) JU 6-5755-6-7

Lucky Stores

Sales $4,658,109,000
Advertising 35,000,000

Lucky Stores, Dublin, Cal., operates approximately 1,175 stores. Its store names include Lucky, Eagle, Food Basket, Magnamart, Gemco, Memco, Sirloin Stockade, Hancock Fabric, Fabric Warehouse, Dorman's, Kragen, Mays and L&G Sporting Goods. About 60% of its sales are from department stores.

The company opened 150 additional stores during 1978, adding 2,300,000 sq. ft. of space. This includes 23 new Kragen & Dorman's automotive stores in California; 24 Sirloin Stockades in the South, Midwest and far West; 7 Gemco and Memco stores in the far West, Texas and Virginia; 50 Pick-A-Dilly and Its-a-Dilly in the West and the Southwest, and four L&G sporting goods stores in California.

About 31% of the company's sales are in supermarkets and 35.1% in discount stores. Advertising is handled in-house.

Jewel Companies

Sales $3,516,352,000
Advertising 43,471,000

Jewel Cos., Chicago, operates 364 food stores including Jewel Food Stores in Illinois and Wisconsin (223), Buttrey Foods in Montana (48), Eisner Foods in downstate Illinois (32) and Star stores in Massachusetts (61).

It also operates home service routes, 254 Osco drug stores, 216 White Hen Pantry convenience stores and 92 Brigham's Ice Cream/Candy parlors and sandwich shops.

Supermarkets account for 76.3% of Jewel sales, with general merchandise 16.6% and other operations 7.1%. Supermarkets account for 68.7% of its operating income, with general merchandise 21.0% and other operations 10.3%.

Jewel was the first national chain to offer generic foods to its customers. Over 130 generic products are on its shelves. Its Jewel T line of discount grocery products includes about 500 items in 29 stores.

Star Markets is conducting an agency review for its $1,500,000-plus account. Five or six area agencies, including incumbent Schmalenberger & Nargassans, have been asked to pitch for the business. S&N handles broadcast advertising for Jewel's 25 Osco drug stores in the New England area. Grey-North, Chicago, handles broadcast for the remaining 229 Osco stores, while print is done in-house.

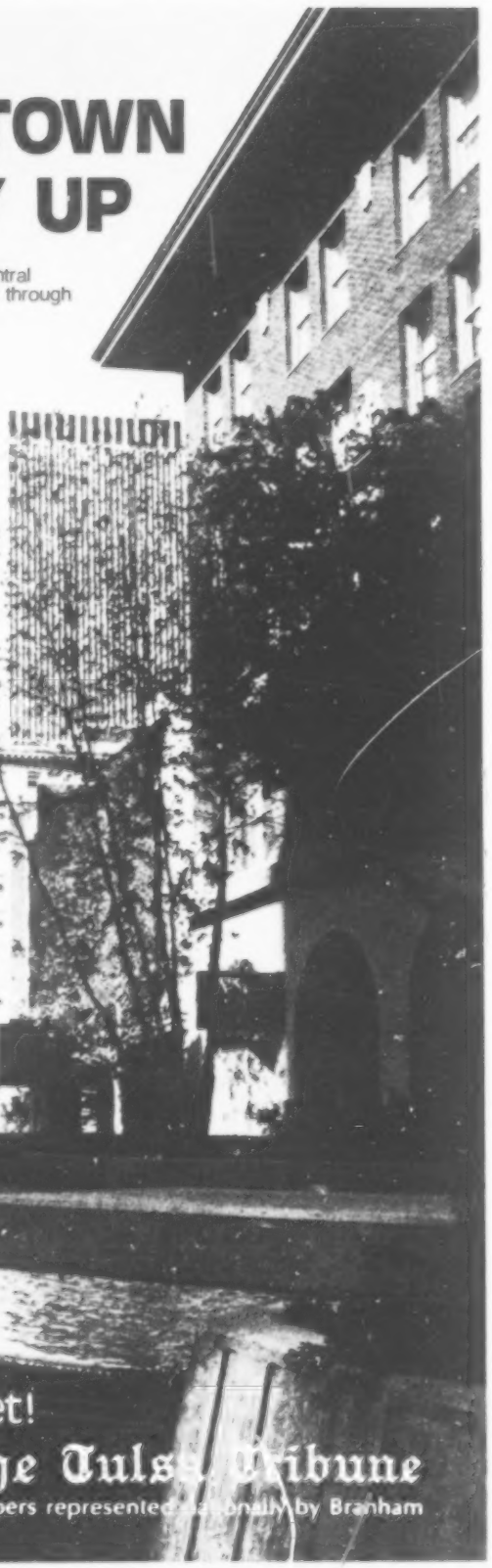
TULSA'S DOWNTOWN IS ON THE WAY UP

As other cities downtowns are on the decline, Tulsa's central business district has become a model of what can be done through public and private enterprise.

A massive revitalization program has turned 9 blocks of deteriorating buildings into a new 400-room hotel with adjacent shopping mall and parking facilities; a central pedestrian system has replaced vehicular traffic with fountains, trees and open space; and a river parks project will soon turn the Arkansas river into a recreation area through a series of low water dams.

This beauty and livability serve only to reinforce Tulsan's belief in themselves and their city. It's the same spirit that turned Tulsa into a booming oil town, an aircraft and aerospace center, a diversified industrial center, a data computer capital, and into America's newest inland port city.

If you want to reach this evergrowing market, contact the medium that penetrates it most effectively. The daily newspapers.



Reach the terrific Tulsa Market!

TULSA WORLD ★ The Tulsa Tribune

Two independent and separately owned newspapers represented nationally by Branham

The Southland Corp.

Sales $3,090,094,000
Advertising 18,500,000

The Southland Corp., Dallas, as of June 30, 1979, operates and franchises 6,712 7-Eleven convenience stores, up from 6,445 a year earlier. In addition, the company operates 105 Gristede's and Charles & Co. stores in the greater New York City area.

The company processes milk, ice cream and related dairy products under 12 regional brand names in 34 states and the District of Columbia. Southland's special operations group includes the chemical, Reddy Ice, Hudgins truck rental, Tidal Systems and Chief auto parts divisions. Chief auto parts, which includes 119 stores in Northern California, was acquired in December. Sales of the stores group were $2.8 billion in 1978.

Broadcast remained the company's major advertising vehicle, with spot radio over approximately 500 stations getting 29%; network tv 24%, spot tv 7% and about 200 newspapers 7%. Point-of-sale and other promotional media accounted for the balance. The company's first prime time network tv commercial was aired before Super Bowl XII. Advertising is handled in-house.

In addition to its U.S. stores, Southland has operations in Canada, Mexico, Japan, Great Britain, Sweden and Australia. A typical 7-Eleven carries more than 3,000 items. Self-service gas pumps are a feature in one quarter of the stores, accounting for 13.4% of 7-Eleven sales. Average store merchandise sales are about $350,000 per year.

The first New York City 7-Eleven was opened last September at 34th Street and Lexington Ave. Stores were also opened in Boston and San Francisco.

Food Fair

Sales $2,785,899,000
Advertising 31,000,000

Food Fair, Philadelphia, operates approximately 348 stores under the Pantry Pride, Food Fair, Penn Fruit and Hills names besides the 79 J.M. Fields stores. The company has been involved in federal bankruptcy proceedings since filing for protection under Chapter 11 in October, 1978.

The company closed 42 Hills and 47 Pantry Pride stores in the New York metropolitan area, affecting 3,700 employes. Food Fair's New York market share had fallen to below 4%. The closings meant a loss of $1,200,000 in advertising revenue for city and suburban newspapers. It also cut out about $800,000 targeted for circulars.

The company's stores now are located in the Baltimore, Jacksonville, Miami and Philadelphia areas.

Pantry Pride stores in the Baltimore-Washington area ran newspaper page ads last spring promising to pay "double the difference" if its prices were higher than competing stores. The ads were backed by radio support and tv spots.

Jack M. Friedland was forced to resign as president-ceo last year because of the chain's financial troubles. He was succeeded in January by Grant C. Gentry, former A&P president. Mr. Gentry, under a five-year contract, will receive $350,000 a year plus stock options allowing him to buy 200,000 shares of Food Fair common at $2 per share.

The company has an in-house advertising agency.

Grand Union Co.

Sales $2,600,000,000
Advertising 39,000,000

Grand Union Co., Elmwood Park, N.J., operates 849 stores. It also operates 14 Grand Way discount stores and nine Grand catalog showrooms. Cavenham Ltd., Great Britain, owns all of Grand Union's common stock. Cavenham operates food stores in Britain and continental Europe.

In September, 1978, Grand Union acquired control of Colonial Stores, an Atlanta-based supermarket chain operating 370 stores in seven southeastern states. Colonial sales are $1.1 billion with ad outlays of $14,000,000. It operates 370 stores from offices in East Point, Ga.

The company is involved in a $150,000,000 expansion program to open 100 large supermarkets by 1981. It has closed some 200 stores in the last six years since Cavenham acquired control of the company.

Sales and advertising are combined estimates for Grand Union and Colonial. Liller Neal Weltin, Atlanta, handled Colonial.

Albertson 's Inc.

Sales $2,268,969,721
Advertising 11,500,000

Albertson's Inc., Boise, Id., operates 374 units, including 53 combination food and drug stores through its southeastern U.S. subsidiary. All other stores are located in 11 Western states. Albertson's owns and operates nine manufacturing and distribution facilities. It has 24,000 employes.

Advertising mix remained approximately the same with newspaper and tv as the two major media. The company's theme: "It's Joe Albertson's supermarket, but the (meat, produce, bakery) department is mine."

Forty-seven stores in Southern California were acquired from Fisher Foods during 1978. The company celebrated its 40th anniversary Aug. 1. Founder J.A. "Joe" Albertson currently serves as chairman of the executive committee.

Foote, Cone & Belding/Honig, Los Angeles, handles broadcast. Newspaper ads are handled through 11 division offices.

Supermarkets General Corp.

Sales $2,117,477,000
Advertising 28,500,000

Supermarkets General Corp., Woodbridge, N.J., operates 119 Pathmark supermarkets in five eastern states. It also operates 92 drug stores, 20 Rickel home centers and 40 specialty stores. The specialty stores include Hochschild, John Steinbach and Howland department stores.

Venet Advertising, New York, is the Pathmark agency. Pathmark newspaper advertising tries to feature as many products as possible to provide the consumer with a "shopping list." It also makes use of roto inserts in Sunday papers as well as some spot tv.

Stop & Shop Cos.

Sales $1,762,144,000
Advertising 25,650,000

Stop & Shop Cos., Boston, operates 157 Stop & Shop supermarkets. It also operates 40 Medi Mart drug stores, 76 Bradlees discount department stores and 47 Charles B. Perkins tobacco shops.

According to Leading National Advertisers, the company had measured spending of $2,191,300 in 1978. The company makes heavy use of direct mail and newspaper supplements in its trade areas in New England, New York and New Jersey for its food, general merchandise and drug store outlets. It also uses some r.o.p. advertising for its drug operations.

Its supplements for Bradlees are in full color and its food store supplements are typically used to promote a continuity offer along with in-ad cents-off coupons.

Schmalenberger & Nargassans, Boston, is the new agency for Stop & Shop supermarkets, previously handled in-house. Maxi Media, Boston, handles media buying for all divisions.

Publix Super Markets

Sales $1,672,229,000
Advertising 12,600,000

Publix Super Markets, Lakeland, Fla., plans to be operating 240 stores by the end of 1979, all in

(Continued on Page S-20)

FIRST IN RETAIL

Of all the cities in the 8 Southeastern States, Jackson Mississippi has the highest retail sales per household. While over-all U.S. retail sales grew 67% since 1976, Jackson's retail sales soared 331%. That's why the world's second biggest food outlet is in Jumpin' Jackson. That's why Jackson Mississippi is the "Super-Market" of the South.

Jackson also delivers more retail sales per household than Des Moines, Daytona Beach, Dallas-Fort Worth, or Nassau-Suffolk.

And the retail media that keeps Jackson Jumpin' is The Clarion-Ledger and the Jackson Daily News. They cover Jackson with a daily penetration of 64% and rising. That one buy gives you 32% penetration of Jackson's ADI and 13% penetration of the entire State of Mississippi.

Ask for the Jumpin' Jackson Kit and make your next media buy The Clarion-Ledger and the Jackson Daily News.

JUMPIN' JACKSON

MISSISSIPPI

Nationally Marketed by
LANDON ASSOCIATES, INC.

THE LADIES OF DENVER LOVE US!

THE WORKING WOMEN OF DENVER REALLY LOVE US

In Denver the morning Rocky Mountain News reaches more women and more working women than does the daily Post.

Daily Coverage in Denver SMSA	News	Post
Working Women	45%	27%
Women 18-24	39%	16%
Women 25-34	44%	14%
Women 35-44	49%	28%
Women 18-34	42%	15%
Women 18-44	44%	19%
Women 18-49	43%	22%

SOURCE
The Belden Continuing Market Study, 1978

Denver Rocky Mountain News

A Scripps-Howard Newspaper
Represented By: STORY & KELLY-SMITH, INC.

We've got more than news reaching Buffalo's ADI.

We've got more Sports.

A comprehensive look at the athletic world. Not just schedules and scores, but a concise study of teams and individuals. Behind the scene reports on the hows and whys that make the sports world tick. Sports Magazine is structured for this region's 1.8 million consumers. They're out there with an annual Effective Buying Income of 10.3 billion dollars. And they aren't sitting around.

They want to know about the plays, the players, the events. They are involved in both this area's major and minor sports activities.

In short, they're the kind of consumer you are looking for. And they have an avid interest in us.

So put your media message in front of an active consumer. Put it into Sports and the Buffalo Evening News.

For more information, contact Hugh G. Monaghan at (716) 849-3422.

We deliver. 7 days a week.

BUFFALO EVENING NEWS

One News Plaza, Buffalo, New York 14240
Represented nationally by Story & Kelly-Smith

ads B

25 top food chain retailers

(Continued from Page S-19)

Florida. Fourteen new stores and 19 new bakeries are being opened this year. Six new stores and nine bakeries were opened during 1978.

Publix is an employe-owned corporation (some 15,000 stockholders among some 25,000 employes) operating over 200 Publix Markets, a division of Food World supermarkets, and over 100 Danish Bakeries.

The company invested over $8,500,000 in newspapers during 1978, about 68% of its over-all media budget. The balance was invested in radio and miscellaneous advertising. Publix utilizes some 125 print publications, 19 tv stations and about 70 radio stations throughout Florida. Publix promotes itself as "the place for everything."

Always known as a national brands supermarket operation, Publix has, in recent years, become more aggressive in private label merchandise. Indicative of this position is a multi-million-dollar dairy plant under construction in Lakeland.

W.M. Zemp & Associates, St. Petersburg, Fla., a division of Young & Rubicam International, is the Publix agency.

Dillon Cos.

Sales $1,470,081,000
Advertising 11,500,000

Dillon Cos., Hutchinson, Kan., operates 266 stores in 11 western states. Its supermarkets include King Soopers, Colorado; Dillon stores in Kansas, Arkansas and Oklahoma; City Markets in Colorado, Wyoming and Utah; Fry's in California, and Gerber supermarkets in Missouri.

The company also operates Kwik Shops and Quick Stops convenience stores and Calhoun department stores.

Fisher Foods

Sales $1,451,676,000
Advertising 13,000,000

Fisher Foods, Bedford Heights, O., operates 201 food stores in California, Illinois, Kentucky, and Ohio. It has Fisher-Fazio stores in Ohio and Dominick's Finer Foods in Illinois. The company discontinued its aggressive price war promotions begun in 1975.

First National Supermarkets

Sales $1,111,691,000
Advertising 11,000,000

First National Supermarkets, Maple Heights, O., was formed in May, 1978 through the merger of First National stores, Somerville, Mass., and Pick-N-Pay Supermarkets, Maple Heights, O. The company operates 274 stores as follows: Boston division-75, Cleveland division-58, Hartford division-52, New York division-52 and Portland (Maine) division-37. Store names include Pick-N-Pay, Finast, Big Buy and Edwards. Distribution centers are located in Maple Heights; Windsor Locks, Conn., and Springfield, Mass. The company also operates a full-line bakery in East Hartford, Conn., and has a 50% ownership interest in Dinner Bell Meats, Cleveland.

The company's eastern headquarters were moved from Somerville, Mass., to Hartford. Chairman Julie Kravitz died on May 2 and was succeeded by Richard J. Bogomolny. The company has a policy of not offering generic products, believing that consumers prefer higher quality to lower price.

Fox & Associates, Cleveland, is the agency for the Pick-N-Pay stores and Multi-Media, Cleveland, is the agency for Edwards.

Giant Food

Sales $992,359,000
Advertising 13,000,000

Giant Food, Landover, Md., operates 115 stores, up from 112 a year earlier, in Maryland, Virginia and Washington, D.C. It sold its four Giant department stores to Woolco in January, 1978, but continues to operate other retail outlets. The company is opening six new stores during 1979-80.

The company has installed computerized checkout scanners in about 70 of its stores.

The company began a joint promotion with the National Heart and Blood Institute with newspaper and p.o.p. to support better diets. The store's scanner will monitor sales to measure the campaign's success.

Denniberg Advertising, Washington, is the Giant agency.

Von's Grocery Co.

Sales $975,000,000
Advertising 11,000,000

Von's Grocery Co., a division of Household Finance Corp., is located in El Monte, Cal. It operates 139 food stores in Southern California.

Waldbaum Inc.

Sales $941,479,000
Advertising 9,000,000

Waldbaum Inc., Central Islip, N.Y., operates 129 food stores in New York, Massachusetts and Connecticut.

Waldbaum's broke a $500,000 tv campaign Jan. 29, the chain's first major use of tv. Different commercials focus on price, convenience, delicatessen items and fresh, quality meats. They include the slogans, "More than the price is right" and "Waldbaum's is part of every good meal."

The campaign is designed to attract new customers between the ages of 25 and 49 with families and to reinforce the chain's image with existing customers. Creative and production were handled by American Dream Prodactions.

Fred Meyer Inc.

Sales $927,110,000
Advertising 11,000,000

Fred Meyer, Inc., Portland, Ore., operates 61 stores, as well as shopping centers and department stores in Alaska, Montana, Oregon and Washington. It also operates a wholesale grocery business and 24 Fred Meyer Savings & Loan institutions located in-store.

The company invested approximately $5,500,000 in newspaper advertising last year.

National Tea Co.

Sales $918,635,000
Advertising 5,000,000

National Tea Co., Chicago, operates 100-plus stores. Its major U.S. operation is in St. Louis.

The company is controlled by Loblaw Cos. Ltd., Toronto. Another Loblaw operation, Loblaw Inc., operates stores in upstate N.Y. and other eastern markets.

Allied Supermarkets

Sales $712,000,000
Advertising 6,500,000

Allied Supermarkets, Livonia, Mich., has filed for reorganization. The 114-store chain operates stores in 12 states, including Wrigley supermarkets, Great Scott stores, Ideal food stores in Kansas and Humpty supermarkets in Oklahoma.

Allied's second half 1978 sales of $346,591,000 were down 17.1% over the same period in 1977. The company showed a loss of $3,625,000. Allied doesn't plan to close any stores and said that advertising is the "key to survival."

Borman's Inc.

Sales $775,190,000
Advertising 8,000,000

Borman's Inc., Detroit, operates 85 supermarkets and 29 drugstores under the Farmer Jack and Arnold Drug names. The company also operates several Food Fair minimarts.

S.M. Flickinger Co.

Sales $869,508,000
Advertising 8,000,000

S. M. Flickinger Co., Buffalo, N.Y., operates 49 Super Duper and Market Basket stores in upstate New York, Ohio, and Pennsylvania. It also operates a substantial wholesale business that sells grocery products to more than 700 stores.

Shift focus to marketing

(Continued from Page S-2)

As an advertising person, let me say a few words about retail advertising and how that relates to the positioning of your store. There was a period of time in our country when great copywriters grew out of the retail business. They sharpened their skills daily by writing retail copy.

Retail advertising is a demanding craft. You are tried and tested every day.

Let's bring back creativity to retail advertising. If you define a position for your store, your advertising will improve immediately. It will have a focus, direction and a point of view. You will no longer say to your advertising agency or advertising department, "I need an ad for Thursday," but rather, "I need a campaign for 1980." #

Pressure-Sensitive Dimensional Letters, Logos & Graphics

SEND FOR FREE CATALOG

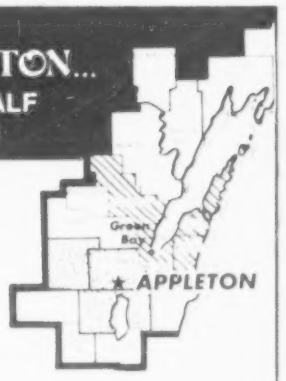
SCOTT PLASTICS CO.
P.O. Box 2958
Sarasota, FL 33578
813-355-5171

Name
Company Phone
Address
City State Zip

YOU NEED APPLETON...
to reach the BETTER HALF of the Green Bay ADI

The 4-county Appleton Metro Market is dominant in the ADI accounting for more than one third of the entire potential ... a far bigger share than Green Bay's.

The major ADI dailies, The Post-Crescent of Appleton, and the Green Bay Press-Gazette, deliver different segments of the ADI. More important to advertisers — the Post-Crescent delivers the biggest share by far.



	THE POST-CRESCENT	% OF ADI	GREEN BAY PRESS-GAZETTE	% OF ADI
Counties	4		4	
1978 Population	332,400	34%	250,000	26%
1977 Retail Sales	$1,096,590,000	36%	$795,190,000	26%

Represented Nationally by: Cresmer, Woodward, O'Mara & Ormsbee

THE Post-Crescent
Wisconsin's fastest growing daily—now over 51,000
P.O. Box 59 Appleton, WI 54912 414/733-4411

LAS VEGAS SUNBELT BUYING POWER

How does a market ranked only 100th in population show up as 34th in retail sales per household? By having a corresponding rank in Consumer Spendable Income of 39th. The Las Vegas metro C.S.I. of $20,833 is the highest among the next 15 larger markets. Four of them are well known high growth Sunbelt metros. Las Vegas' own Sunbelt in-migration is at the rate of about 2,500 people per month. So it should come as no surprise how fast retail sales are rising. In 1978 they jumped up 17%. This year's gain is 18%. Next year ... by the way, are you in this market?

REVIEW-JOURNAL
HIGHEST CIRCULATION OF ANY NEWSPAPER IN NEVADA
78,507 Daily
85,628 Sunday

For your marketing package on the Las Vegas "Top 100" Sunbelt Market, call or write
Trudy Patterson, Nat'l Adv. Mgr., Las Vegas Review-Journal, P.O. Box 70, Las Vegas, NV 89101
(702) 385-4241, Ext. 272

Ad exec's film plan gets approval from Paramount

By JAMES P. FORKAN

NEW YORK—Barrich Productions, formed last summer by two Paramount Pictures advertising and marketing execs, has sold the studio on backing a comedy called "High Finance."

The property was penned by two young ad agency execs, Frank Schwartz, formerly vp-account supervisor, Scali, McCabe, Sloves, and Bruce Feirstein, previously copy supervisor, Ammirati & Puris. Both left their posts a few weeks ago.

Barrich's Gordon Weaver and Steve Rose, who left Paramount as senior vp-marketing and vp-advertising (AA, July 16), hope to start production late this year or in January for release next August or September.

Although the scriptwriters would not divulge much of their plot beyond—"It's a broad-based comedy about people trying to get ahead" in the business world—they said that, unlike most first efforts, "nothing of our past is in our film" and "there are no ad jokes."

Mr. Schwartz, who worked on Hertz, Bantam and other accounts at Scali, and Mr. Feirstein, who wrote copy for BMW and Sony hi-fi components and before that was a Scali copywriter on Pioneer hi-fi components, said they have been working on their script each night and weekend for about a year, having decided to "get into movies and out of advertising."

• Like the Barrich founders, Messrs. Schwartz and Feirstein wanted a script that "could be provocative and could be sold, like a product." Initially, they had mulled some sitcom ideas for network tv but scrapped those to focus on the movie script, said Mr. Feirstein, who has a couple of Clio Awards to his credit.

Messrs. Weaver and Rose, who have some other ventures in various stages of development for the studio, presented Paramount brass with the "High Finance" script along with some ad approaches. The headline on a proposed ad poster was contributed by the two former admen, who said they plan to make advertising and casting suggestions, although final word rests with Barrich and Paramount.

The scriptwriters and Barrich probably will discuss potential merchandising tie-ins such as a board game within a month, said Mr. Schwartz. Mr. Feirstein joked, "We'd like the whole 'Saturday Night Fever' tie-in treatment."

Even as they await production on "High Finance," the two men have developed a second idea, also a comedy, which they and Barrich have presented "in general terms" to Paramount. #

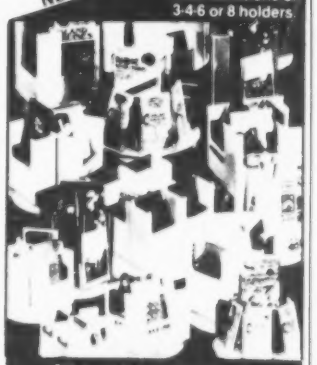
Multimedia purchases Staunton, Va., paper

Multimedia Inc., Greenville, S.C., has purchased the daily Staunton (Va.) *Leader* and the Sunday *Staunton News-Leader* from the Staunton Leader Publishing Co. for an undisclosed price. The daily paper has a circulation of 17,000; the Sunday paper, 20,000. Multimedia also bought a free-distribution weekly owned by Staunton Leader Publishing.

Hierome L. Opie Jr., president and general manager, will continue in those posts and add the title of publisher. Evarts W. Opie Jr. will continue as vp-treasurer. E. Walton Opie will retire as publisher and editor.

Chilton to sell Advisor

Chilton Co., Radnor, Pa., has been named sales agent for the new Advisor service, a computer model service to guide the setting and allocating of ad and marketing budgets for industrial products.

To Keep Your Ad Material
up front
WHERE IT COUNTS
CAROUSELS
NEW DESIGN! LOWER COST!
Made with any size holders in combinations of 3-4-6 or 8 holders.

Silk screen or printing if desired.
Write for information
BEEMAK PLASTICS
7424 Santa Monica Blvd.
Los Angeles, Ca. 90046. (213) 876-1770

FLASH REPORT: Newspaper advertising investment for August

Source: Media Records Inc.

AUGUST—1978 CATEGORIES	YEAR	DOLLARS 1979	DOLLARS 1978	CHANGE ACTUAL $ G OR L	CHANGE % G OR L
Amusements	1979	$11,614,066	$10,139,677	+1,474,389	+14.5
	1978				
Apparel & accessories	1979	7,838,518	6,849,750	+988,768	+14.4
	1978				
Auto supply, service shops	1979	4,556,395	4,296,032	+260,363	6.1
	1978				
Building contractors	1979	1,110,870	916,264	+194,606	+21.2
	1978				
Building matls., hardware	1979	5,356,707	4,377,268	+979,439	+22.4
	1978				
Department stores	1979	36,742,111	34,474,625	+2,267,486	+6.6
	1978				
Drug stores	1979	3,888,048	3,493,557	+394,491	+11.3
	1978				
Eating & drinking places	1979	2,140,854	1,639,938	+500,916	+30.5
	1978				
Food stores	1979	14,174,120	11,929,900	+2,244,220	+18.8
	1978				
Furniture & furnishings	1979	18,478,975	16,170,808	+2,308,167	+14.3
	1978				
General merch. stores	1979	14,079,441	13,926,813	+152,628	+1.1
	1978				
Real estate	1979	6,041,643	4,953,575	+1,088,068	+22.0
	1978				
Shoe stores	1979	953,048	815,640	+137,408	+16.8
	1978				
Sptg. & leisure time equipment	1979	2,610,487	1,915,756	+694,731	+36.3
	1978				
Public service utilities	1979	1,116,930	625,652	+491,278	+78.5
	1978				
Banks & trust companies	1979	1,053,123	652,756	+400,367	+61.3
	1978				

IN MILLIONS (0 5 10 15 20 25 30 35 40 45 50 55)

The Flash Report of newspaper advertiser investment, compiled for Advertising Age by Media Records, is derived from tabulations that cover 35 dailies and 25 Sunday editions in 15 cities—Atlanta, Baltimore, Boston, Chicago, Cleveland, Dallas, Detroit, Los Angeles, Miami, New York, Philadelphia, Pittsburgh, San Francisco and Washington. The report indicates marketplace strengths and weaknesses.

Note: For comparability, New York not included in this report due to strike affecting city papers in August 1978.

Utilities hike newspaper $ 78.5%

NEW YORK—Public service utilities newspaper advertising rose 78.5% in dollar spending during August, 1979, compared with the same period last year, the August Flash Report prepared for ADVERTISING AGE by Media Records Inc. shows.

Not far behind was the banks and trust companies category, which registered a gain of 61.3% for the same period.

The two led the way as all 16 categories monitored for AA by Media Records showed gains in ad volume for the last month of the summer. Measurements are based on the newspapers of 15 major cities (see chart). Comparability measurements do not include New York, since its three major papers were affected by a strike in August, 1978.

Department stores, newspapers' leading dollar category, increased 6.6%. It was followed in the top five listing for total ad dollars spent by furniture and furnishings, food stores, general merchandise stores and amusements.

Percentage gains of 20% or better—much better in the aforementioned cases of public service utilities and banks and trust companies—were turned in by the following categories: Sporting and leisure time equipment, up 36.3%; eating and drinking places, up 30.5%; building materials and hardware, up 22.4%; real estate, up 22%, and building contractors, up 21.2%. #

Germaine Monteil shifts Canada control

Germaine Monteil, U.S.A., has assumed operational responsibilities for Germaine Monteil, Canada. The two will share marketing and creative services, including a national and co-op ad program. Monteil handles all advertising in-house.

Canadian stores will continue to be serviced by the Canadian field sales force. Both the U.S. and Canadian companies are divisions of British American Cosmetics Ltd.

EUE, Midocean form pact

EUE/Screen Gems, New York, and Midocean Motion Pictures, Hollywood, have entered into an association whereby the Hollywood special effects house will be represented in North America by the tv commercial production company. Midocean, which uses computer-controlled effects, including photo-fusion (a combination of special effects and live action), numbers Zenith among its latest clients.

BUFFALO IS Big

THE BIG BUFFALO 8 COUNTY MARKET

● 1,737,000 Population . . .
more than any one of 16 separate states

To Reach This BIG Market . . .
You Need The Buffalo Courier-Express

● SUNDAY — 622,000 ADULT READERS
the largest reader audience in New York State (outside of metropolitan New York City) — means market wide penetration

● DAILY — 2.9 READERS PER COPY
among the highest for any major daily newspaper — means obtaining the extended advertising reach and exposure that is needed to dominate in this BIG market.

For More BIG Details, Call Bruce F. Kloc
Marketing Research Manager

(716) 847-5348

Courier-EXPRESS
795 MAIN ST., BUFFALO, N.Y. 14240

Represented Nationally by
Cresmer, Woodward, O'Mara and Ormsbee, Inc.

Sources: S&MM, Survey of Buying Power, 1978
National Marketing Associates

Conference Center by Oravisual
turns any room into a meeting room.

Chart clamp for paper pads
White board writing surface
Pull-out flip chart easel
Rich, warm walnut finish
Pull-up 52" projection screen
Spacious storage compartment
Panels of looped fabric over cork.

Send for FREE 32 page full color catalog.

Oravisual Company, Inc. Dept. 25
Box 11150 St. Petersburg, FL 33733
Name
Company
Address
City
State Zip

Oravisual
Company, Inc. A Subsidiary of Knoll International

One compact cabinet with all the media for effective visual communication. A handsome piece of furniture when not in use. Mail this coupon for complete information on the complete line of Oravisual Communication Cabinets, Easels and Lecterns.

Oravisual Lecterns/Visual Communication Cabinets™/All-Purpose™ Portable Easels
Special Purpose Easels/Boards/Accessories/Display Products, Paper Pads